MAY 7, 1945 PRICE 15 CENTS

BROADCASTING

The Weekly Radio Broadcast

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AGE 21

An *Old Friend* to Midwest America

Age 21: important to a man because it means assuming full responsibilities of citizenship in family, community and country. Age 21: important to WLS, the Prairie Farmer station, because it means 21 years since we assumed our responsibilities; 21 years of service to our friends of Midwest America; 21 years in which we have grown with the radio industry and with our four great Midwest American states and their metropolitan center, Chicago.

First night on the air, April 12, 1924, WLS brought in 90 minutes of top stars from New York to set the pattern of always giving our audience programs worth the listening; a week later, we originated the one and only *National Barn Dance*, the *WLS* National Barn Dance.

In 1925, when devastating tornados ripped through southern Illinois and Indiana, we broadcast continuously 68 hours while our listeners contributed $216,904 to relieve suffering and distress thus setting the pattern of working with our people in serving those who need it.

We are 21 years old—grateful for the past, but even more interested in the coming 21 years, with the same basic policies of service and entertainment which have made us an *old friend* and a good friend to Midwest America.

WLS
The PRAIRIE FARMER STATION
CHICAGO 7

BURRIDGE D. BUTLER, *President;* GLENN SNYDER, *Manager.* 50,000 watts, 890 kilocycles, Blue network. *Represented by* JOHN BLAIR & COMPANY
Affiliated in Management with **KOY**, *Phoenix, and the* ARIZONA NETWORK — **KOY**, *Phoenix* ★ **KTUC**, *Tucson* ★ **KSUN**, *Bisbee-Lowell-Douglas*

ARTHUR J. CASEY, *whose forum program, "St. Louis Speaks," has just won a George Foster Peabody citation, comes to WOL as executive assistant to general manager Merle S. Jones, to direct Public Relations and all administrative sustaining operations. For the past eleven years with CBS, he has for seven years been executive assistant to the management of CBS-owned KMOX, St. Louis.*

DAVID H. HARRIS *comes to WOL as Program Director after having established the remarkable record of winning for his station (WTAG, Worcester) three coveted radio awards for 1944: George Foster Peabody Award, Variety Showmanagement Plaque Award and the duPont Radio Award—the first time in broadcasting history that one station has won all three in a single year.*

Dedicating a radio station to the service of a community and a nation, Cowles Broadcasting Company welcomes two of the industry's recognized leaders in public service.

Their appointment is a natural sequel to a statement of policy made on March 9, 1945, by T. A. M. Craven, vice president of Cowles Broadcasting Company, in which he said, in part: "We shall strive to render community service of real value, by participating actively in the cultural, civic and economic development of this large and growing metropolitan area. *We shall bend every effort toward procuring the most experienced and capable personnel and the best radio talent available; with these we hope to produce programs equal to any in the nation—and some which are better.*"

Commander Craven's dedication is being fulfilled.

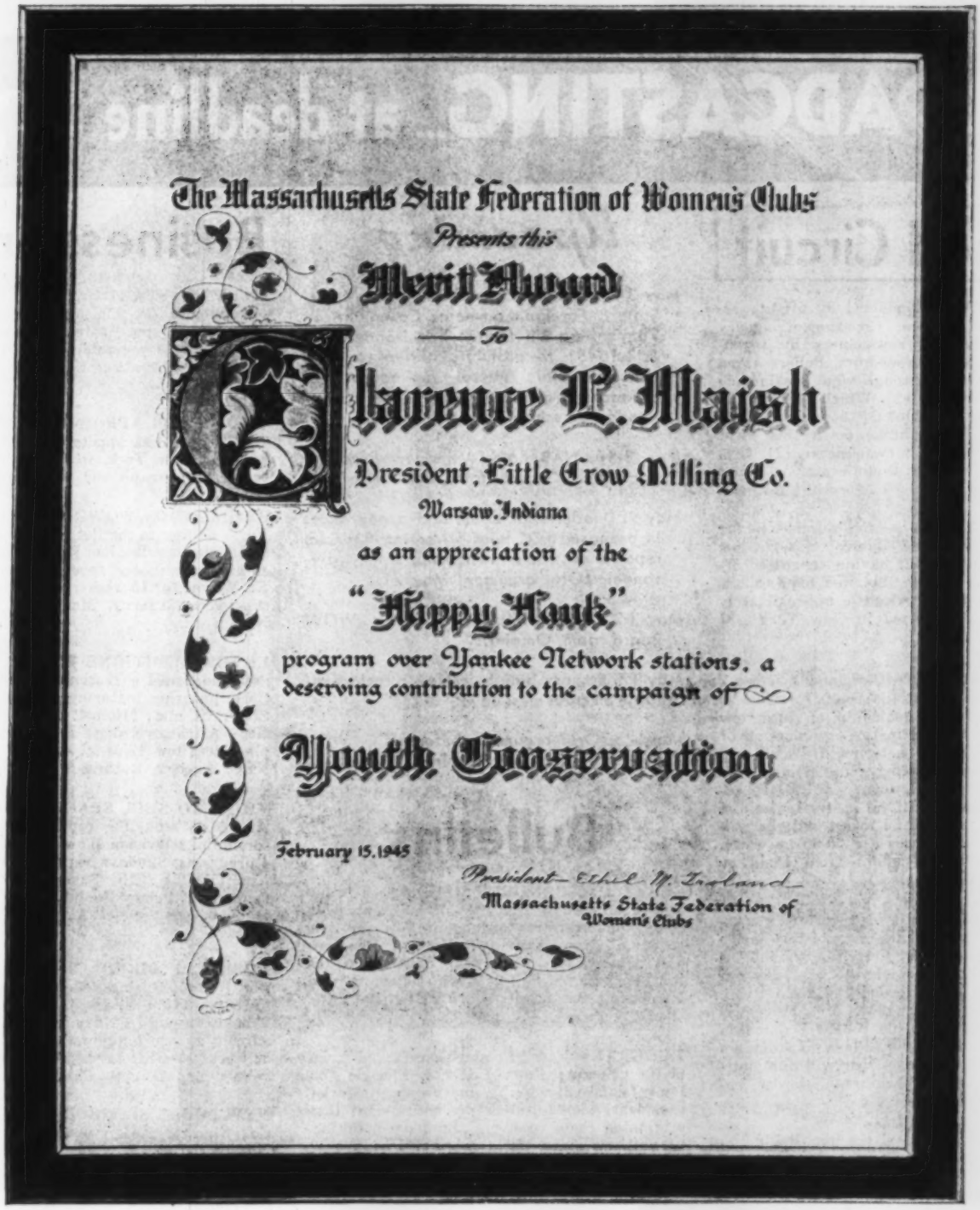
BASIC MUTUAL

A Cowles Station

WOL

"THE VOICE OF WASHINGTON"

Represented nationally by The Katz Agency, Inc.



We, too, thank you Mr. Maish, and your agency, Rogers & Smith, for scheduling "Happy Hank" over WNAC and The Yankee Network, Monday through Friday at 7:30 A. M.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

RECENT SURVEY conducted by private organization on order of Government agency shows radio leading newspapers by seven-league strides as news medium. Pollers asked two questions: (1) Through what medium do you get your news? (2) Which medium do you believe most reliable? Of those giving definite answers, replies broke down this way: (1) 57% radio, 43% newspapers; (2) 63% radio, 37% newspapers. Doubtless report won't be released.

THE NUMBER of prospective purchasers for WOV, the New York Bulova station, has reached 31, that number having submitted offers to buy the station. Spirited bidding has pushed the offering price to approximately $650,000, it was reported in New York last week.

MARSHALL FIELD in Cleveland last week autographing copies of his book, *Freedom is More Than a Word*, denied in an interview that he was interested in the organization of a fifth national radio network. He also said he was not contemplating purchasing WJW Cleveland. Bill O'Neil, owner of WJW, reported this week that if he is drafted and a lucrative offer is made he might sell the station but that the chances are 50-50 he won't. He said he's had no offers from Field or Scripps-Howard interests.

NEXT HIGH-RANKING broadcaster in wartime service who might migrate to native haunts could be John E. Fetzer, Assistant Director of Censorship in charge of radio. On duty here since he succeeded J. Harold Ryan, NAB president, April 1944, Mr. Fetzer is hankering to return to his WKZO Kalamazoo and WJEF Grand Rapids. Plans to start his vacation in July. He hopes war will automatically terminate his Washington service before vacation ends.

DON'T BE SURPRISED if the immediate successor to J. Harold Ryan as interim president of NAB is John H. Ryan, on leave as vice-president and executive head of Fort Industry Co. stations. Decision of NAB presidential selection committee to defer action on permanent head until total victory may result in proposal that number of prominent broadcasters be rotated in job. Mr. Ryan might start new cycle to break in his immediate successor.

TWO OF THE prospective candidates for permanent head of NAB interviewed by presidential selection committee at its recent New York meetings were Elmo Roper, research specialist, and Roane Waring, 1942 national commander of the American Legion.

DON'T COUNT OUT an NAB convention in 1945. If some ODT restrictions on travel are lifted after V-E Day, it's entirely possible that a convention will be whipped up for the late summer or fall—anytime before 1945 rings

(*Continued on page 78*)

Upcoming

May 8: Further hearings before House Inter-State & Foreign Commerce Committee on Vandenberg Bill (S-63) and Dondero Bill (HR-1648) to prohibit interference with noncommercial cultural or educational broadcasts (aimed at Petrillo ban against Interlochen school programs).

May 8-10: NAB Sales Managers Executive Committee, Gunter Hotel, San Antonio.

May 9: Deadline for briefs and appearances in proposed FCC rules governing financial reports, contracts, ownership, station personnel. (Oral argument May 21.)

May 16-17: NAB Board of Directors, WOW Board room, Omaha.

May 17: Primary ballots in NAB directors-at-large election must be in.

May 23: Oral argument before FCC, WOV New York transfer of control.

Bulletins

CBS CORRESPONDENT Bill Downs at 4:30-4:45 p.m. Friday broadcast from Hamburg a complete description of negotiations for surrender of German troops in Holland, Denmark and northwestern Germany. Downs was the first American radio reporter to be heard from Hamburg since the city's capture by the Allies.

* * *

FEDERAL Trade Commission issued complaint charging Fada Radio & Electric Co., Long Island City, N. Y., and Jacob M. Marks, president, with falsely representing that they originated Fada receivers and have manufactured them since 1920. Original Fadas were manufactured from 1920 to 1932 by F.A.D. Andrea Inc., said FTC. Present firm acquired assets in 1934.

* * *

HOUSE Committee on Interstate & Foreign Commerce will resume hearings at 10 a.m., May 8, on the Vandenberg Bill (S-63) and the Dondero Bill (HR-1648) to prevent interference with broadcasting of noncommercial cultural or educational programs. J. Harold Ryan, NAB president, will be principal witness at opening session, it was learned Friday.

NEW WGN BREAK

WGN Chicago this week adopts "WGN in Chicago, the Voice of the Middlewest" as new station-break announcement, replacing former "This is WGN, the Voice of the People".

Business Briefly

MORTON STARTS SALT CAMPAIGN ● Morton Salt Co., Chicago, begins sponsorship May 7th of spot campaign featuring use of salt on spring vegetables. Use 117 stations for four weeks. Agency is Kenyon & Eckhardt Inc., Chicago.

RCA VICTOR APPOINTS ● RCA Victor Division, RCA has appointed J. Walter Thompson Co., New York, to handle advertising of radio, phonograph and television instruments.

SHELL ADDS WOWO ● Shell Oil Co., New York, adding to the list of 26 stations promoting dealer service, has signed for a six-weekly 10-minute news and sports program on WOWO Ft. Wayne for 13 weeks, tentatively set to start this week. Agency, Marschalk & Pratt Co., New York.

LEVER AUDITIONS ● Lever Bros. on Friday auditioned a National Concert & Artists Corp. program featuring Dunninger, with Bill Slater as m.c., Mitchell Ayres orchestra and Kaye Armen, vocalist, as possible summer replacement for *Amos 'n' Andy* or Bob Burns on NBC. Agency, Ruthrauff & Ryan, New York.

VIDEO TO SELL SPAGHETTI ● Chef Boy-Ar-Dee, Milton, Pa. (spaghetti), starts sponsorship of television show *Ladies Be Seated* for 4 programs, Sundays beginning May 13, 7:30-8 p.m. (EWT) WRG Schenectady, N. Y. Commercials will show Beulah Karney demonstrating sponsor's product. Agency, McJunkin Adv., Chicago.

BUSINESS GROUP BUYS LEWIS ● National Small Business Men's Assn. is planning to buy Fulton Lewis jr. news commentary Monday through Friday, in available markets. Already sponsoring newscast on WHKK Akron, 52 weeks; WCLO Janesville, 52 weeks. Agency, Schwimmer & Scott, Chicago.

NEW LOCAL SPONSOR ● Ben-Gee Products Co., Chicago food products firm, has named Newby Peron Co., Chicago, to handle advertising. On April 24 firm started sponsoring *Morgan Beatty and the News*, NBC cooperative, on WMAQ Chicago Tuesday and Thursday. Contract for 13 weeks.

AFA TO HOLD ANNUAL MEETING JULY 11

ADVERTISING Federation of America will hold its annual business meeting July 11 at the Hotel Commodore, New York, with President Joe M. Dawson, Geyer, Cornell & Newell, presiding. Convention will be omitted for the second year, and directors will be elected by mail vote. BBDO President and AFA Chairman Bruce Barton will speak at the luncheon session, to be followed by election of officers. Board of directors meeting last week revealed that by May 3 AFA will reach an all-time high of more than 900 sustaining members, over 150 companies having joined during the past few months and five new clubs being added this year.

KYW EAVESDROPS ON THE WORLD

NEWS-HUNGRY listeners, in the commodity-hungry Philadelphia market, tune-in KYW regularly for the news.. prompt, forthright, competent reporting of history in the making.

KYW presents sixteen newscasts and commentaries each weekday, for such outstanding sponsors as Standard Oil Co. of Pa. (Esso Reporter); Boscul Coffee; Manhattan Soap Co.; C. F. Mueller Co.; Hudson Pulp & Paper Co.; Wildroot Co., Inc.; Richman Bros. Co.

Veteran newscasters such as Alwyn Bach, Peter Roberts, Alun Williams, Franklin Evans, Alan Gans, and Stuart Wayne maintain the reputation of KYW as "the station for news in Philadelphia." If your product-story, too, is news, it may well be entrusted to their authoritative voices.

Present availabilities on the KYW newscasting schedule include:

ROBERT HECKERT, popular news-analyst, world-traveler, and foreign correspondent, interpreting the news each weekday from 12:50 to 1:00 P.M. (immediately following Esso Reporter). Heckert is currently sponsored on Sundays by the American Oil Co.

NEWSCAST, 9:00 to 9:10 A.M., Monday through Saturday

NEWSCAST, 1:45 to 2:00 P.M., Tuesdays, Thursdays and Saturdays

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WBZ • WBZA • KDKA • KEX • KYW

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

Executive's Wife in New Orleans
(ABOUT TO GO TO MARKET)

Or Farmer's Wife in Alabama
(ABOUT TO GO TO TOWN)

Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts ★ Clear Channel ★ CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio

Published Weekly by Broadcasting Publications, Inc.
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SOL TAISHOFF
Editor and Publisher

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CHICAGO: Florence Small, Mgr.; Jean Eldridge.

HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

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NEW YORK: S. J. Paul, *New York Advertising Manager;* Patricia Ann Foley.

CHICAGO: Florence Small, Mgr.; Jean Eldridge.

HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

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HOLLYWOOD: 1509 N. Vine St. GLadstone 7353.
TORONTO: 417 Harbour Commission Bldg. ELgin 6775.

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LISTENERS and SALES GO HAND IN HAND

The 81.5 rise in our all-day average Hooper during the two year period ending in January is the talk of the town! Yes, WSIX has more daytime listeners than any other Nashville station . . . And remember, too, that BLUE and MUTUAL listeners are the best spenders. There you have the reason why more and more advertisers are using WSIX to reach the million potential buyers in the rich industrial and agricultural Nashville area . . . Yes, WSIX listeners and sales go hand in hand.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

5000 WATTS

980 KILOCYCLES

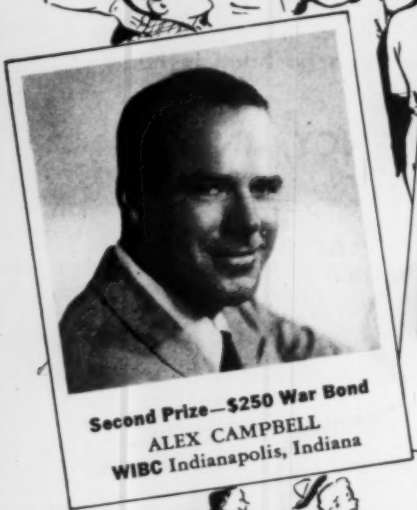
THE WN

BROADCASTING

Magazine Announces Top Prize Winners in Nation-wide Mutual Promotion Contest

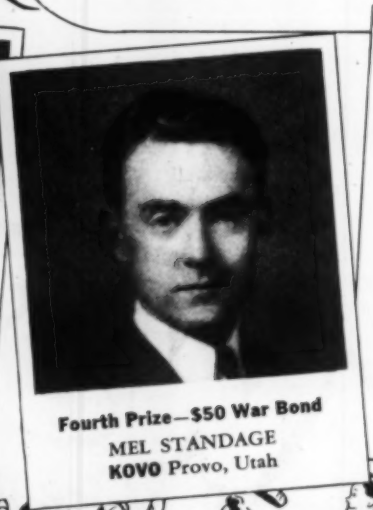
Nine Mutual station promotion men and women have been selected for top honors

First Prize—$500 War Bond
EDWARD BREEN
KVFD Fort Dodge, Iowa



Second Prize—$250 War Bond
ALEX CAMPBELL
WIBC Indianapolis, Indiana

Third Prize—$100 War Bond
DAL WYANT
WHEB Portsmouth, N. H.



Fourth Prize—$50 War Bond
MEL STANDAGE
KOVO Provo, Utah

Special Award Winners

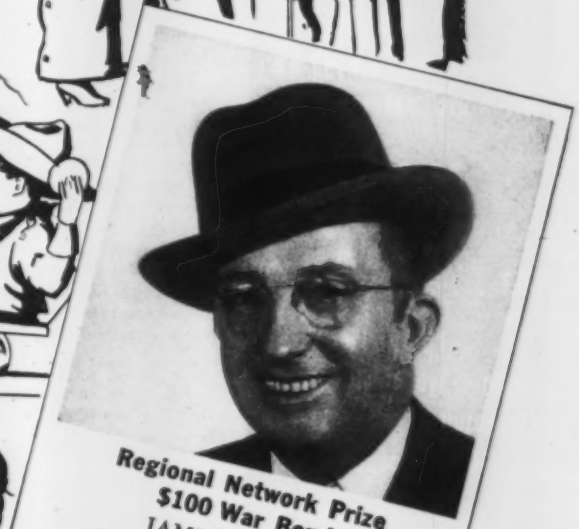
BOB McRANEY—WCBI
BOB GRIBBEN—KDTH
VICTOR C. DIEHM—WAZL
W. H. CATE—KBTM
JOHN MERDIAN—WSTV
KEN LUFKIN—KSO
ELWOOD C. ANDERSON—WEST
WALLIE C. PORSOW—WHBY
MADELINE K. DOYLE—KBON
MRS. F. V. COOPER—WPDQ
H. J. NEWCOMB—WRJN
EDWIN MULLINAX—WLAG
MRS. S. W. ANDERSON—KFFA
BYRON HAYFORD—WDLP
FRANK BISHOP—KFEL
E. A. ALBURTY—WHBQ
VANN CAMPBELL—WDEF
DAN HORNSBY—WATL
ELEANOR M. HALING—KBIZ
SUE CORNELIUS—WHK
LEROY WOODWARD—WOMI
VERNE SAWYER—KMO
FRED FLETCHER—WRAL
R. G. McBROOM—KFIO

Contest Sponsored by MUTUAL BROADCASTIN

WNNERS!

in the biggest kid radio promotion of all time. In a coast to coast competition open to all Mutual network and affiliate promotion managers in which over 150 stations participated, winners were selected on the basis of uniqueness and volume of audience building promotion consistent with the size of the areas their stations served. The contest ran from September 1, 1944 to March 1, 1945, and was sponsored by Mutual Broadcasting System and the Ralston Purina Company.

Contest judges were Sol Taishoff, Editor and Publisher of Broadcasting, Robert K. Richards and J. Frank Beatty, Associate Editors.



Regional Network Prize
$100 War Bond
JAMES POWERS
Yankee Network

Fifth Prize—$25 War Bond
BARBARA MACFARLAND
CKLW Detroit, Michigan

Sixth Prize—$25 War Bond
BERT WICK
KDLR Devil's Lake, North Dakota

Seventh Prize—$25 War Bond
JAMES R. CURTIS
KFRO Longview, Texas

Eighth Prize—$25 War Bond
LOIS CLOKSIN
KABR Aberdeen, South Dakota

YSTEM, Inc. and RALSTON PURINA COMPANY

Ever see a station whose daytime Hooper "share of audience" averages

49.0%?

Perhaps . . .

. . . but how about a city where the daytime "sets-in-use" averages

21.8*?

NO? . . .

. . . then look at Lincoln - - we feel it's a rare result in a market of over 100,000 population.

In Fact,

KFOR has 80% more daytime audience according to Hooper than the next highest station.

* If you're interested in ratings, just multiply "sets-in-use" by "share of audience."

Represented by Edward Petry Co., Inc.

KFOR

"Nebraska's Capital City Station"

LINCOLN Nebraska

Gordon Gray, General Mgr.
Melvin Drake, Station Mgr.

Blue and Mutual Networks

Feature of the Week

AMERICAN radio corespondents in the China-Burma-India theater are not as scarce as hens' teeth but facilities available to them are, says Frederick B. Opper, Blue-ABC correspondent, home after being in the Far East since 1938.

"In the entire C-B-I area there are two transmitters capable of reaching the United States," says the correspondent. "One is at Chungking, the other at New Delhi."

The Chungking station, XGOY, is a rabbit warren, the administration of which would turn an American radio executive grey with horror in Mr. Opper's opinion. It has an hour and ten minutes daily reserved for North American transmissions which include Chinese government messages and propaganda. The electricity often fails, employees don't show up and a broadcast there is a thing of high nervous tension.

New Delhi Better

Facilities are better at New Delhi, although the station is not heard as well in the United States. Special arrangements must be made in advance, often taking as much as three days. Originally the station reserved an hour daily for American correspondents but so few used the reserved period that London, through which Delhi funnels to the U. S., cancelled the arrangement.

"Up to last month when I left China," the correspondent says, "there were no recorders in that theater and only a few in India. In Burma an Army radio team has been making recordings of troop activities which must be flown to India or Chungking for broadcast. Lack of facilities is supplemented by hazards of transportation which makes spot news reporting difficult.

Answering the question of what part radio plays in the lives of the Chinese people Mr. Opper said, "virtually no part at all".

"There are some 800 receiving sets in the Chinese capital of Chungking, most of them owned by foreigners, and the number is equally limited elsewhere in Free China. Very few Chinese have ever heard a radio, much less seen one."

Porter Gloomy

This bears out the statement made by Roy Porter, NBC correspondent who came back from China a few weeks ago. He saw a gloomy outlook for radio as a power in China. Mr. Porter saw some hope for a series of transmitters to hook in with the world-wide military network which would allow press and radio a chance to communicate easily with New York or San Francisco.

Explaining the operation of XGOY Mr. Porter credits the Chinese with a remarkable engineering feat in protecting the transmitter. It is located in a large cave, 30 feet underground as a protection against Jap bombing. Its power plant is 15 miles away on the Chialing river. The generator is run on coal which comes down the river in barges and must be toted up a steep bank by coolie gangs. If the coolies decline to make the climb—as they sometimes do—the power fades or goes off completely.

Sellers of Sales

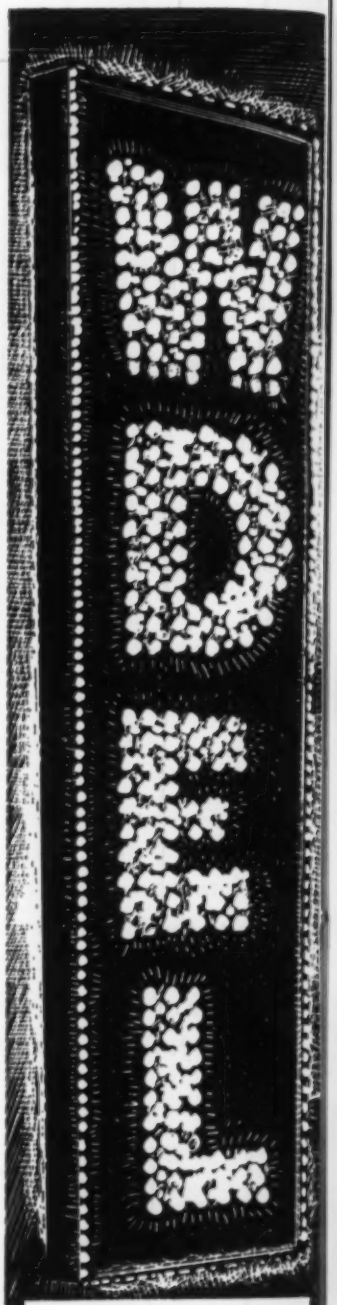
A COMPARATIVE newcomer to the time-buying business who has already established an enviable reputation for herself in the trade is Helen Gill, of Kenyon & Eckhardt, New York.

HELEN

Helen, a native of Flushing, L. I., where she still lives, has been with K&E about 2 years. During that period, the agency has recorded its biggest growth in the field of spot radio billing. As the agency increased in radio advertising importance, so did Helen's position both with K&E and with the trade. Starting as assistant to Richard Dunne (now head of radio research), Helen has moved up until today her particular province at K&E includes handling all Standard Brands' spot advertising for Stox, a new soup; Richard Hudnut and S. B. Thomas English Muffins.

Before joining the agency, Helen worked for two years on the other side of the fence, with the station representative organization, Joseph Hershey McGillvra. From her experience in both buying and selling plus the special courses in retailing and merchandising which she took while a student at NYU, Helen gained a well-rounded radio advertising background.

Helen has varied hobbies and interests aside from her work. A first-rate golfer, she also goes in for amateur dramatics and is an enthusiastic theater-goer as well. She also has a flair for dress designing.



WILMINGTON DELAWARE

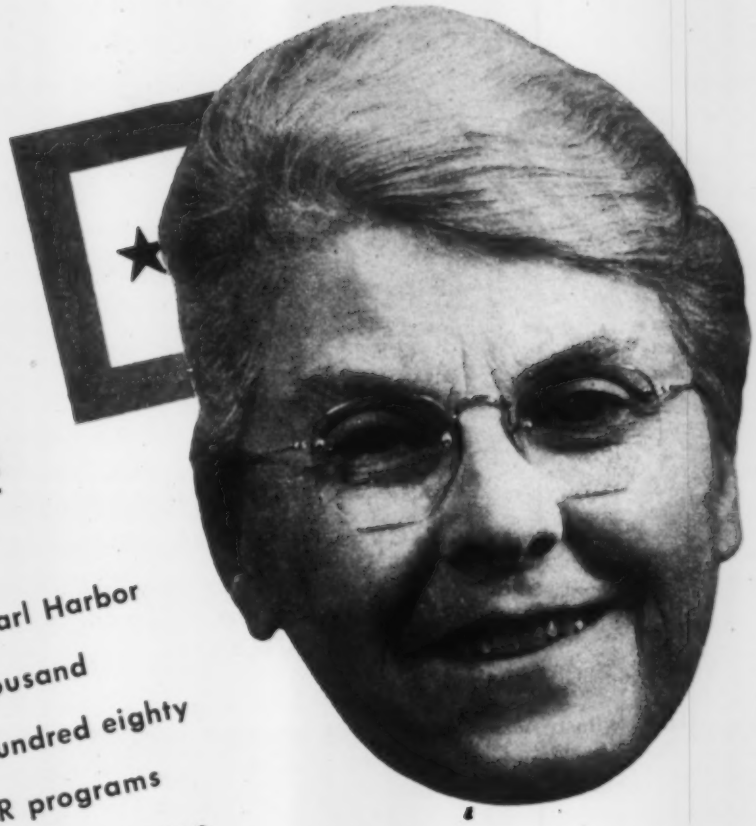
5000 WATTS day & night

NBC BASIC STATION

Represented by

RAYMER

IT'S THE STATION THAT BROUGHT MY BOY HOME



Since Pearl Harbor
two thousand
four hundred eighty
WGAR programs
have brought news
or actual voices of
hometown servicemen
from remote sources.
Done sincerely for
our loyal listeners, they
also help explain why
commercial messages
get attention, belief,
response so effectively
over the Friendly station.

CLEVELAND'S
WGAR
THE FRIENDLY STATION
RADIO'S XXV ANNIVERSARY

Direct from the NEWS CAPITAL of THE WORLD

WHAS Brings Its Listeners Carey Longmire and Wilfrid Fleisher

. . . nationally known news commentators, broadcasting exclusively for WHAS, by direct wire from Washington.

LONGMIRE, whose nose for news led him to Europe when the first signs of disintegration appeared, managed by hook and crook to get into Spain to write for the New York Herald-Tribune the first articles from Franco's Spain which were printed in 1939. Referring to this scoop, *Time* magazine called him an "open-eyed" correspondent. He was in New York when the Battle of France was lost, but went east immediately to cover the London blitz. He predicted trouble between Hitler and Stalin before the German invasion of Russia. Longmire was one of the first Yankee correspondents to fly in an "operational flight" in an R.A.F. bomber . . . but his top "beat" was a mysterious cable to his editor's home resulting in a 24-hour scoop for his paper predicting the famous Atlantic Charter conference. Longmire claims to be a liberal-independent politically, and his mike style is very informal. Favorite comment of listeners is: "He explains the news so well."

FLEISHER, a native of Pennsylvania, educated abroad, was correspondent for his father's newspaper, the Japan Advertiser, in World War I. He obtained the first exclusive story of the murder of the Czar of Russia and his family . . . covered the League of Nations for a time . . . and was managing editor of the Japan Advertiser when pressure from the Jap Government caused its abandonment in 1940. Fleisher scored a world beat by becoming one of 4 white men in the world to interview Emperor Hirohito. In 1936 he scored another world beat by telephoning the New York Herald-Tribune that Japan and Germany were forming an alliance. He covered the diplomatic talks with Japan which were going on when war started. March 23, in a WHAS broadcast he predicted that General Douglas MacArthur would lead the invasion of Japan. Fleisher is the author of two books on Japan, "Volcanic Isle" and "Our Enemy Japan."

The clamor for news was never greater. And WHAS meets the demand. It devotes 127 broadcasts every week to unglossed, unemotional, authentic reports of the news as it happens. . . . And it does more! It brings Carey Longmire and Wilfrid Fleisher straight to its listeners with their straight-from-the-shoulder analyses of the news, backed by first hand knowledge of the places and people they talk about.

WHAS keeps its listeners listening by its intelligent news reporting.

WHAS

'Round-the-Clock News—Backed by 50,000-Watt Clear Channel.

...WMAQ at 5:15 PM

Carson Pirie Scott & Co., one of Chicago's oldest and finest department stores, recently decided to inaugurate an institutional advertising campaign. Radio was chosen as the medium to reach the millions in the Chicagoland market, America's 2nd largest, where 2,855,700 families annually spend over $3,500,000,000.

Before selecting a station they checked station coverages and found WMAQ to be Chicago's number 1 station—the Chicago station most people listen to most.

And so Carson Pirie Scott & Co. currently sponsors "Variety at 5:15" on Monday, Wednesday and Friday evenings. They have joined the group of discerning advertisers whose programs over WMAQ make up radio's finest entertainment program schedule in the world.

WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.

FIRST in CHICAGO
WMAQ
NBC

1945—RADIO'S 25TH ANNIVERSARY
—PLEDGED TO VICTORY

The Chicago station most people listen to most

670 ON YOUR DIAL

"So 'F&P had the wrong dope,' eh? You're the wrong dope, you dope!"

● We hope your vertebrae can take it, Thistlewaite, old pal! But F&P really does bust a button to furnish correct dope *only*. In such matters as getting market and audience analyses, availabilities, and good, all-'round *advice*, dozens of agencies and advertisers have found it's safe to bank on Free & Peters. Not that we're error-proof geniuses, y'understand! Just that we don't believe in going off half-cocked.

Our specialty is to help see to it that spot advertising campaigns produce *sales*. Maybe any group of smart fellers could take just as good care of your business, once they'd piled up the experience we've had. But F&P has the experience—*now!* Want some of it?

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WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
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KOB	ALBUQUERQUE
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BROADCASTING and BROADCAST ADVERTISING

VOL. 28, No. 20 WASHINGTON, D. C., MAY 7, 1945 $5.00 A YEAR—15c A COPY

Radio Prepared as Germany Collapses

Pooled Broadcasts Include Top Figures

AMERICAN broadcasters went into action last weekend to break the greatest story of the war—total victory in Europe.

Coverage plans, which had been months in the making, awaited only the formal proclamation of victory via radio by President Truman. Networks and stations alike coordinated their programming through military channels, with pooled broadcasts the agreed order during the early stages of total capitulation.

Central Control

The most elaborate "pooling" schedule of the war had been set to bring news of victory to American listeners.

All networks put aside their plans for initial individual reporting of the event and combined forces. Actual programming of the most significant details of the surrender—the proclamation by President Truman and statements by high government and military leaders—was left to the United States Army.

A central control board, to master-switch all pickups from this continent and around the world, has been built for the occasion and was being manned by Army personnel. This control board is located in the Pentagon Bldg. in Washington.

From this nerve center, it was planned that production cues to the greatest array of "name talent" ever assembled would be flashed across the seas. Those who might receive these cues included top Army and Navy commanders at GHQ and in the field.

Certainly American listeners were prepared, also, to hear from Prime Minister Churchill, King George, and possibly from Joseph Stalin. There was little question but that General Marshall, Fleet Admiral King, General Arnold, Fleet Admiral Leahy, General Eisenhower, Fleet Admiral Nimitz and General MacArthur would be on the air.

As BROADCASTING closed Friday, exact program plans were not available. It was known, of course, that President Truman would broadcast a proclamation designating H-hour of V-E Day, and that his proclamation would include an appeal to Americans to redouble their efforts against Japan.

It was not planned, according to best information, to upset radio commercial schedules haphazardly. The entire programming operation has been on the planning boards for weeks and was coordinated by Col. Edward Kirby, chief, Radio Branch, Bureau of Public Relations, War Dept. Supervising overall operations was Col. Luther L. Hill, acting chief of the Bureau.

Basic Plan

Best estimate of the precise schedule arrived at after discussions with many network officials, was this sequence:

(1) President Truman would make his proclamation on all four networks, with simultaneous announcements from other capitals.

(2) There would follow immediately an all-network round-the-world broadcast during which short messages would be presented by various commanders in the field.

There are over two-score top ranking Army and Navy military men who might be considered available for this broadcast. One proposal, and the one most likely to be followed, was that these should be heard from hourly, as their schedules and pickup conditions would permit.

(3) On the evening of V-E Day, when the largest potential audience exists, it was expected that American listeners would hear a special program featuring five-minute statements by five-star generals and admirals. Doubtless such a broadcast would sound the key note of the day—that victory was a matter to be celebrated calmly, and that the war wasn't over until the Jap was knocked out. The troops overseas would receive this broadcast via shortwave. Participating would be Leahy, Marshall, King, Arnold, Eisenhower, Nimitz and MacArthur.

(4) Somewhere in the schedule, probably a day or so after V-E when the excitement of victory has subsided, the Army probably will undertake a pooled broadcast dealing with the disposition to be made of troops and materiel now in Europe and with plans for the occupation. These plans, certainly, have been completed and there would seem to be no danger in relating their nature, if mention of movement-routes is not included.

This schedule will be supplemented, of course, by individual enterprises undertaken by networks and stations. There can be little doubt, however, that if the schedule of pooled broadcasts is undertaken and does follow this general pattern, American radio will enjoy one of its greatest listening audiences over a sustained period.

Radio Top Medium

Radio, it appeared, was going to be called upon as the top medium for bringing home to America the import of victory. Likewise, radio was to be called upon to do the greatest yeoman job of this crucial period: keeping the people at home, before their receivers, and out of places of entertainment. Military and civilian leaders always have feared that an unbridled period of celebration seriously would disrupt production for the Japanese war effort. Yet they have determined that Americans cannot be kept from celebrating and that radio, as the wisest compromise, can save the day.

It is noteworthy, for example, that field commanders may be

(*Continued on page 73*)

New Censorship Code After V-E Day

Ban on Man-in-Street Programs May Be Discarded

By ROBERT K. RICHARDS

IMPORTANT changes in the Code of Wartime Practices for American Broadcasters will be announced immediately following V-E Day, Byron Price, Director of Censorship, told BROADCASTING last Friday.

This new edition will incorporate numerous changes, upon which the Office of Censorship has been working for some time.

Ban on Requests

Neither Mr. Price nor John E. Fetzer, assistant director in charge of the broadcasting division, is saying what these changes will be. Speculation among broadcasters who have been working throughout the war with the Code as a guidepost, however, would indicate the practicability of certain modifications in the Code's requests after the war in Europe is over.

That section of the Code (II) on Programs conceivably could be eliminated entirely. Short of such a drastic alteration, a proviso under Programs which would urge broadcasters to use common sense, judgment and caution in handling request programs, quiz programs, forums, interviews and special events might be adopted.

At the present time broadcasters are asked—with certain noted exceptions—to accept no telephoned or telegraphed requests for service announcements, such as lost pet announcements, swap ads, mass meetings, etc. They are asked also to accept no telephoned or telegraphed requests for musical selections and urged not to play musical requests which are made by word of mouth at the origin of broadcast.

Obviously when this language was incorporated there was a sufficient reason for it. Potential espionage still flourished within the borders of the U. S., and at any time an agent of an enemy might attempt, through such a simple device as a request to a radio station, to employ this medium for instantaneous transmission of intelligence to cohorts outside the country.

Hazard Dwindles

With Germany and Italy out of the war, this menace is reduced tremendously. It is true that some domestic broadcast stations in the U. S. can be heard in areas occupied by the Nipponese enemy, but with each advance of our forces in the Pacific, this becomes less and less a hazard—to the point where most of those technically trained enough to have an informed opinion on the subject believe it would be impossible for an enemy agent operating in behalf of Japan to

(*Continued on page 70*)

Civilian Radio Production Unchanged

New Military Demands To Offset Effects of Europe Victory

THERE will be no appreciable change in the civilian radio equipment situation throughout 1945.

This was the substance of a "reconversion" proposal announced Friday by Louis J. Chatten, director of the WPB Radio & Radar Division, and unanimously approved by the Industry Advisory Committee. The program is based entirely on military requirements for a "one-front" war.

Freeze Order Unchanged

Following disclosure of the WPB policy, Commissioner E. K. Jett of the FCC told BROADCASTING there would be no immediate change in the FCC freeze order of Jan. 16, 1945 under which applications for new stations in areas now receiving primary service are put in a pending file for future hearings. As of last week the Commission had on file a total of 700 applications for new standard, FM and television stations in addition to applications for expansion of facilities.

Although the proposal calls for a 21% cutback of outstanding contracts and commitments for the second half of 1945, WPB pointed out that the requirements projected for this period were 18½% higher than the production rate achieved during the first quarter of this year. In other words, unless the manufacturing industry can produce at a higher rate after V-E Day than it could before V-E Day, the civilian margin released by the cutback will be only 2½%.

The proposal, Mr. Chatten said, "reflects increasing military demands for electronic equipment for the Pacific war". A hint that important secret electronic weapons are to play a big part in future military operations was contained in Mr. Chatten's revelation that on "three new items alone", a production of $57,000,000 a month is called for by the end of the year, or 27% of the current rate.

Gradual Relaxation

These new items, he said, will require nearly one-third of the current tube production rate and nearly one-fourth of the present output of resistors, capacitators and "other such standard components".

Asserting that the military orders "are expected to exceed the capacity of the industry for some time", Mr. Chatten said the program reflects the Division's conclusion that it would be "extremely unwise" to modify the basic controls on electronic production "either at the present time or at any specified date in the near future".

When the military requirements begin to drop, he explained, WPB will permit a gradual relaxation of controls which will take effect when orders recede below 90% of the average monthly delivery rate during the first quarter of 1945. At this point the WPB Committee for Period One (period between end of German resistance and surrender of Japan) will be asked to approve a revision of General Limitation Order L-265, the basic order regulating electronic production. Such modification would allow unrestricted output of components, including tubes for replacement purposes and all electronic end equipment "except broadcasting, receiving and reproducing equipment for entertainment purposes."

This is in line with a prediction made by Mr. Chatten at the American-Canadian conference of radio manufacturers April 25, 26 in Montreal that the first relaxation of controls after V-E Day would permit unrestricted production of components for civilian replacements but would limit manufacturing of radio transmitters and receivers to essential commercial services such as aircraft, police and point-to-point communications.

Assures Military Supplies

When military requirements fall below 75% of the delivery rate for the first quarter of 1945, WPB would revoke Order L-265 but would retain priority control of materials to assure uninterrupted production of military needs. Both the revision and the revocation of the basic control order would take effect three months in advance of the controlling reductions in military requirements to allow for the gap between component production and end equipment deliveries.

While eliminating the possibility of either transmitters or receivers before the first quarter of 1946, as long as the Pacific War continues, the Division's program will permit "practically unlimited sale of such components as are needed for repair and replacement purposes" and at the same time assure production of military requirements.

In addition, Mr. Chatten said, it will provide "a very limited quantity" of nonmilitary end equipment for the most essential uses and satisfy the most urgent needs "with a minimum of confusion and paper work".

Disappointing as it is to station applicants awaiting release of transmitters, the WPB proposal was seen in some quarters as solving, at least for some time, the thorny problem of determining which types of transmitters should be released first—standard, FM or television. Until it became apparent that the magnitude of military requirements for the "one-front" war would preclude even a partial resumption of noncommunication transmitters, government officials were faced with the task of allocating limited materials and manpower for a huge backlog of demands for equipment for the various services.

Meanwhile, the prospects for obtaining equipment for station improvements appeared brighter as WPB released a limited number of broadcasting towers (see story page 22). Wherever manufacturers can process materials remaining after military orders are filled, provided war manpower is not used, similar releases will be granted.

Socony Change

SOCONY-VACUUM OIL Co., New York, will replace *Information Please* with a program built around Rise Stevens, soprano, on NBC Mon. 9:30-10 p.m. from June 25 to Sept. 10, subject only to approval of NBC's program department. Cast of *Information Please* is awaiting Army approval on a projected USO tour this summer. Agency is Compton Adv., New York.

Drawn for BROADCASTING by Sid Hix

"He's Hitched Radar to His Fishing Rod!"

Edible Words

MEN of the Signal Corps can now eat their words—literally. A thin film has been perfected that not only can compress a 36,000-word message into a four-inch capsule, but, in case of enemy capture, the film can be eaten by the men holding it. Twenty times the wordage may be sent on the film as has been possible before, as both sides of the film are usable for recording. Homing pigeons carry the four-inch capsule on their backs, flying across enemy territory or across great distances.

MAXSON FOOD PLANS SERIAL ON BLUE-ABC

MAXSON FOOD SYSTEMS, New York (frozen foods), through Dudley Rollinson Co., new advertising and radio consultant agency in New York, will start a network daytime show, *Margo in Sun Valley*. Time for the show is not yet definite but it is expected to start on WJZ New York and soon afterwards, to move onto the full Blue-ABC network.

The Sun Valley division also expects to use spot announcements on about four New York stations as soon as packaging can be assured, Mr. Rollinson said.

The new agency is headed by Mr. Rollinson, who has formerly been with NBC in both New York and Chicago and the Blue-ABC, as account executive handling many network shows. Most recently, after several agency posts, he was radio advertising consultant with the Manganal Nickel Steel Co., San Francisco.

During the past six months, Mr. Rollinson has been developing an advertising campaign for the Maxson corporation. Radio advertising will be used in postwar for the firm's pre-cooked meals, known as the Sky-Plates and currently used by the armed services aboard transports.

Other Rollinson accounts are: Heston & Anderson, Fairfield, Iowa, and St. Paul Engineering & Mfg. Co.

Drug Co. Replacement

UNITED DRUG Co., Boston, will sponsor a variety program starring Ray Bolger as m.c., and guest stars, as a summer replacement for the Jimmy Durante-Garry Moore show on CBS Fri. 10-10:30 p.m., in July and August. Moore and Durante are going on separate tours for the USO. Agency is N. W. Ayer & Son, New York.

BASED largely upon information gathered from BROADCASTING Yearbook, the NAB has published a special anniversary bulletin giving the chronology of 25 years of radio. Divided into two parts, the bulletin lists radio and world events since 1920 and development of radio communication since 1920.

Radio Asked to Sound Last Battle Cry

Chance to Ease Tension, Keep Up Morale

By MAJ. GEN. A. D. SURLES

Director, Bureau of Public Relations
War Department

NEW, NATIONAL responsibility devolves upon the broadcasting industry.

With the collapse of Germany our war effort will have gone just beyond the halfway mark. How quickly we reach the ultimate goal depends largely upon how well the nature of the task ahead is understood by the public.

Therefore it is the duty of everyone in radio to foster a universal awareness of that task. Every broadcasting station pledged itself to "serve the public interest, convenience and necessity." Now comes a time when that pledge can be fulfilled, to maintain the morale of the Army and its fighting efficiency—to ease social and economic tension at home, caused by a lack of understanding.

1. The war against Japan will require the application of our maximum effort.

Japan has a large and powerful army of 4,500,000 to 5,000,000 men who will fight fanatically. We must not let ourselves be deluded into believing that we can defeat the enemy with one hand tied behind our back. Japan is going to be crushed only by an overwhelming superiority of men and weapons.

To accomplish this the United States must make the most effective use of all resources. As far as possible, additional troops for service in the Pacific will be drawn from reinforcements now in this country and from new inductees as they meet training requirements. These, however, will not fill all our needs. Great numbers will still have to go from the European Theater of Operations to the scenes of final combat.

Production, too, must be maintained at levels somewhat comparable to those now in effect in order to fill the long supply lines stretching to the far shores of the Pacific. Our industrial requirements will diminish only slightly during the first three months after the defeat of Germany. Requirements for the second quarter after the war in Europe ends will be about the same as production for the last quarter of 1944.

There will be some cutbacks; but these will be offset to a large degree by increases in other items—special items needed for Far Eastern warfare, which could not be produced on a large scale up to now because of a more urgent need for other things.

The whole question of redeployment is governed by military necessity. It must be emphasized constantly that our military needs in the Pacific will be great, and that the meeting of these requirements must take precedence over everything else.

2. This same military necessity is the only factor to determine how many men will be kept in the service after the defeat of Germany, and how many will be returned to civilian life.

Parents want to know where their sons fit into this program. "Will my boy go directly from Germany to the Pacific?" "Can my husband be granted a furlough in the United States between assignments?" "Is my brother going to be returned to civilian life?"

The same is true in industry. Men and women in war plants want to know what is going to happen to production in their respective plants. They want to know how much longer their war jobs will continue.

It is impossible to deal with individual cases, but we can estimate our general needs.

Service troops and Air Forces ground units are most urgently needed to prepare harbors, bases and airfields essential to sharply expanded combat operations. Any delay in getting these troops to their new stations will result in prolongation of the war and needless loss of life.

Direct to Pacific

Many Air and Ground Forces combat units will also go direct to the Pacific as part of our plan to apply our maximum strength against Japan as rapidly as the availability of supply bases permits.

Resources of the Transportation Corps are being pointed to the Far East for this great movement of men and materiel, and for the evacuation of the wounded.

All this is top priority. Everything else must be considered as secondary to the question of crushing the Japanese and ending the war.

Consistent with these needs, some veterans will be brought home for demobilization. Others, not eligible at this time, will be given furloughs in the United States before reassignment to the Pacific. But the speed with which these men can be returned will depend upon the availability of transportation. This should be made clear so that unnecessary disappointment can be avoided.

3. Eventual demobilization will be effected on a fair and impartial basis.

The Army's demobilization plan will be inaugurated immediately after the cessation of hostilities in Europe. The factors which determine the priority of a soldier's release are: (1) how long he has been in the Army, (2) how long he has served overseas, (3) how many combat decorations and battle participation stars he has won, and (4) how many children he has, up to a limit of three.

The value of the point credits allowed for each factor will be announced after the termination of the European war. The values will be identical for troops everywhere throughout the world. The men with the highest point scores will be demobilized first, unless special considerations of military necessity

GEN. SURLES

in individual cases preclude such a separation.

How many men will be released depends upon how many we need to fight Japan and carry on other necessary duties. When they will be released depends upon availability of transportation after priority needs have been met.

This is not the whole story; but it is the keystone around which a constructive and continuing broadcasting theme can be developed.

Many Facets

There are many facets to the gigantic problem of readjustment and redeployment. The tremendous public interest in them is reflected in the increased volume of inquiries received by the War Depart-

(*Continued on page 71*)

Highlights of Radio's Participation in World War II . . .

SEPT. 12, 1938—While networks had maintained correspondents in the European capitals, actual wartime coverage begins with Hitler's Nuremberg address marking the beginning of Germany's territorial expansion by force.

Oct. 1, 1938—BROADCASTING predicts war clouds over Europe will have little, if any, immediate effect upon broadcast operations in the United States, except for speeding up tempo.

1939

Sept. 1—Survey by BROADCASTING of Federal officials, conducted in light of explosive war situation, yields no change in attitude toward radio beyond regulatory steps, taken to preserve neutrality. No disposition seen to molest normal commercial operations.

Sept. 11—Networks enter into voluntary agreement on handling war news coverage after assurances from White House that there is no intention of molesting broadcasting, barring possible extreme provocation. Procedure adopted to avoid dissemination of propaganda from European sources which might impair American neutrality. Byword becomes "when in doubt, don't". There is always time to check. Action followed Sept. 3 declaration of war by England and France against Germany.

Oct. 9—First contingent of American war correspondents officially accredited by British military authorities leaves London for "somewhere in France" to report direct. Contingent includes Bill Henry, CBS, and Arthur Mann, MBS, first radio reporters ever assigned to front line duty.

Oct. 25—FCC rebukes WMCA New York for methods used in connection with alleged interception and broadcast of secret radio communications and places station on probation as to license renewal.

1940

April 8—Networks and stations move into emergency news status to bring public up-to-minute reports on Germany's unexpected drive into Scandinavia. Radio cooperation with press associations and newspapers testified to by hundreds of front-page stories and bulletins crediting networks as their source.

June 10—Italy's entry into European war produces concentration of speeches broadcast by national leaders surpassing anything since Sept. 3, 1939 declarations against Germany.

July 1—Recognizing communications as key factor in war defense planning, President Roosevelt confers with advisors on creation of Defense Communications Board of top Government officials to pilot and coordinate policy planning with private entities during war emergency.

Sept. 24—President Roosevelt creates Defense Communications Board.

Oct. 15—Mobilization of radio in national defense picture projected on more tangible basis with selection of Edward M. Kirby, public relations director of NAB, as radio

(*Continued on page 72*)

COVERING UNCIO

CBS (l to r): William L. Shirer, Major George Fielding Eliot, Dr. Wallace Sterling, Bob Trout, Bill Henry (back to camera).

MBS John D. Whitmore, news director (at desk in shirtsleeves), (l to r): Upton Close (with phone), Arthur Gaeth, Leo Cherne, Charles Hodges, Arch Gunnison, Arthur Primm, Bill Hillman, Irving Sulds, Charter Heslep. Seated at Whitmore's right (l to r) Edgar Mowrer, Lloyd Dennis, State Dept. radio advisor.

NBC Francis C. McCall, news and special events manager, checking flash. Standing (l to r) Howard Pyle, KTAR Phoenix; Selden Menifee; Dick Rand, KGW Portland; William Ratigan; Elmer W. Petersen; George Greaves, KPO San Francisco; seated: Grace Foote and Richard Harkness (back to camera).

BLUE-ABC Standing (l to r) Henry Orbach, Bryson Rash, G. W. Johnstone, T. H. Palmer, KGO San Francisco; Frank La Tourette, KGO; Walter Lonner; George O. Milne; A. E. Evans, KGO. Seated (l to r) David Wills, H. R. Baukhage, James Abbe, Brig. Gen. Junius Pierce, Ray Henle.

Conference Will Cost U. S. Broadcasters Half Million

Usual Rivalry Between Nets, Independents Swept Aside to Give Public Clear Picture

By DAVID GLICKMAN

COVERING the United Nations Conference on International Organization in San Francisco will cost radio a half-million dollars in out-of-pocket expenses exclusive of commercial programs cancelled to permit sustaining broadcast of Conference sessions and news, it was estimated last week.

Before the UNCIO is ended the physical setup in Veterans Bldg. alone will cost the combined U. S. networks $25,000. Subsistence for personnel, travel, etc., is expected to aggregate $250,000 for the four networks. This doesn't include the 40-odd independent stations which are covering. As BROADCASTING went to press, D. Harold McGrath, in charge of the radio gallery, reported 480 radio executives and employes registered.

Because of protocol, radio has run into many obstacles. Lack of showmanship, due to diplomatic formality, has tended to make the plenary sessions uninteresting from a standpoint of good radio. From a technical viewpoint the UNCIO is radio's biggest job, according to network engineers. Covering the political conventions last year was, by comparison, an easy task because a central control room was set up. In San Francisco, with no such arrangement possible, engineers had to construct complete broadcasting facilities from various vantage points.

Rivalry, which usually exists between the networks as well as local independents, has been swept aside in radio's all-out effort to give America's listeners the best coverage possible. Kindred problems have brought broadcasters closer together with the result that competition has given way to cooperation. The paramount thought is public service, with no personal glorification.

Independents are using facilities of the nets and everybody helps everybody else. Daily conferences are held between radio representatives and State Dept. officials. Many independents have combined their resources and manpower and are broadcasting through temporary regional networks.

Help Each Other

Five San Francisco Bay stations, KYO KSFO KSAN KROW KLX and Photo & Sound Recording Co. have constructed special studio and engineering facilities in the Veterans' Bldg. "radio row". Sharing those facilities on invitation are KMPC KPAS KFWB KGER of Southern California and KALW, San Francisco's public school system outlet.

KMPC KGER and KROW have made a regional tie-up. KFI Los Angeles has taken over the Earl Anthony offices in the Packard Bldg., San Francisco, and converted them into emergency studios. KMTR Hollywood, which moved into the conference sessions with its recording mobile unit, left after the first week and currently is depending on pickups from KFI.

Don Lee Broadcasting System is performing a dual job—serving as western outlet for Mutual and supplying added coverage for its 40 Pacific Coast owned and affiliated stations.

Press Assn., radio subsidiary of AP, and Transradio-Press are covering strictly from a radio news viewpoint, while UP and INS are handling through regular general news wires.

OFF-MIKE AT SAN FRANCISCO

FORTY-TWO privately owned Canadian stations, through Canadian Assn. of Broadcasters, combined to send three correspondents to the Conference to record interviews with Canadian delegates and others, records being flown to Canada for broadcast. Correspondents are John Collingwood Reade, CFRB Toronto; Dorwin Baird, CJOR Vancouver; T. J. Allard, head of the Radio Bureau, Ottawa, operated by several privately-owned stations.

* * *

RICHARD HARKNESS, NBC Washington commentator and president of the Radio Correspondents Assn., put the first question to V. M. Molotov, Russian Foreign Minister, at Mr. Molotov's first news conference. Asked Mr. Harkness: "Will Mr. Molotov explain as clearly and simply as possible the stand of the Soviet delegation upon the Polish question?" The Soviet delegate obliged with a detailed reply.

* * *

THEY TELL this one on Raymond Swing, calmest of news analysts, and H. R. Baukhage, Blue commentators who flew to San Francisco. Baukhage was ill following typhus shots in preparation for a European trip. The stewardess offered to take his temperature. She returned, calmly placed the thermometer in the mouth of Ray Swing, seated just ahead of Baukhage and dozing. Mr. Swing protested, but

(*Continued on page 62*)

ANOTHER REASON WHY
IOWA PREFERS WHO

WHO did this alone!

Few products face more competition than breakfast cereals. Hence WHO is proud of the distribution that Coco-Wheats has secured in our territory—because *the product was unknown here when its makers began broadcasting over WHO in 1938.*

During the years since 1938, no salesmen or brokers have been employed. No samples have been given out. No other form of advertising has been used. But a WHO produced program broadcast only six months each year has produced almost overwhelming response. The first seven *months* brought 52,811 letters. The total to date is 309,245. Mail map available soon.

WHO's territory now buys Coco-Wheats in carload lots. Distribution among jobbers and chains has risen from zero to 100%. *This is a success story where radio and radio alone forced this distribution, through consumer demand.* (One grocery wholesaler in Ishpeming, Mich.—more than 500 airline miles from Des Moines—wrote to *us* for ten cases, not knowing the manufacturer's name or address!) That letter is typical of hundreds. The makers say sales costs in WHO's coverage area are *very low.*

No, this isn't an example of *WHY* Iowa Prefers WHO. It's an example of *HOW* Iowa Prefers WHO —and of WHO's single-handed selling power! What can we sell for *you?*

WHO *for* Iowa PLUS

Des Moines . . . 50,000 Watts

B. J. Palmer, *President* J. O. Maland, *Manager*

FREE & PETERS, Inc., *National Representatives*

Radio Provides Vast Field for Veterans

Thousands Needed By Expanding Industry

By MARY ZURHORST

FAST-GROWING radio, celebrating its 25th anniversary this year, faces a brightly expanding postwar future with the release of thousands of radar and radio trained servicemen.

Mass discharge of former workers will make no radio employment problem. On the contrary the industry needs all of its former employes and many thousands more to develop FM, television, facsimile, civilian adaptations for radar, radiotelegraphy and the myriad related fields.

There will be places for announcers, salesmen, scriptwriters and others by the thousands as well as engineers and technical men.

Prospects Bright

The golden age of radio seems ready to begin and the manpower which will be made available by the cessation of hostilities will make quick development possible.

Brig. Gen. David Sarnoff, active with the signal corps in ETO, head of RCA, looking at the possibilities from both the industry and service points of view, sees untold opportunity.

"Domestically the prospects are brighter than they have been at any period in radio history," he says. "It is estimated that a pent-up demand exists for at least 12,000,000 broadcast receivers for the home, compared with a normal prewar annual sale of 8,500,000 receivers. As America entered this war, research development of television, frequency modulation and radio facsimile were getting started as new methods of bringing improved sound and sight into the American home. It is believed that television alone will create many new jobs within five years of its introduction as a postwar industry and service."

There are more than 900 AM stations on the air, all of them needing more men—most of them planning postwar expansion. There will be a great demand for standard sets. Benjamin Abrams, president of Emerson Radio & Phonograph Corp., sees a need for 25,000,000 radios as soon as restrictions permit. Philco agrees on the figure.

There are 50 FM stations on the air with several hundred applications before the FCC. A minimum of 1200 FM stations is predicted. Thirty-one states are known to be planning educational FM networks with as many as 50 stations in some states.

H. A. Crossland, manager of sales for General Electric, sees 5,000,000 FM home receivers on the market within 8 months after the war. Four hundred thousand are in use now.

Eighty television applications are on file with the FCC with nine stations now authorized. FCC Commissioner E. K. Jett predicts there will be 150 applications filed during the first year manpower and materials are available.

International Expansion

International broadcasting, taken over by the Government at the beginning of the war, faces expansion with particular emphasis on the Latin American field. There are now 36 stations.

Facsimile, now used in war work, has many latent possibilities. "It may be the sleeper of the industry," an FCC engineer says. "It needs to be awakened by someone with a full appreciation of its incredible value to the world." Radar has many civilian applications. Lt. Gen. J. G. Harbord, chairman of the board of RCA, says: "Peacetime application of radar will contribute to the safety of all kinds of travel." The Civil Aeronautics Authority predicts 500,000 planes equipped with radar in five years.

Recent developments in ultra-high frequency radio have shown that radio relays can carry the telephone and telegraph traffic as well as wires. Radio Manufacturers Assn. recently polled its member companies on postwar needs and expansion. Results showed an expected 68% rise in production.

Counting on Service Men

A Western Electric spokesman summed it up with: "The postwar electronics picture depends on civilian demand. The public has a way of demanding something—and despite the fact that 'it can't be done'—if the public wants it, eventually the public gets it. The quickest way toward progress in the industry, in manufacturing, in the laboratories, the stations, is through proper use of the talents and experience of the men now in service—the cream of the employment crop."

"We are counting on these men," an executive of a large broadcasting corporation said recently. "They will return with a new perspective on the world that is desperately needed."

T. F. Joyce, television expert, formerly with RCA, predicts 300,000 new jobs within five years after full postwar production is begun.

C. M. Jansky Jr., consulting engineer, sees great FM and television opportunities. "There are no previous jobs to be filled, so the field is open to new talents," he says. "Television is the more intricate of the two, and will require not only more highly trained technicians but also a high grade of servicing and maintenance work."

The FCC in its own work needs 24 engineers now. It will need more for expansion of its services with the new broadcasting techniques.

An NAB spokesman points out, "perhaps the greatest opportuni-

(*Continued on page 25*)

THE DAY IS NEAR, although total victory is not yet ours, when veterans of the war will begin their homeward march. They will have had enough of fighting. They will be ready and anxious to resume their arrested civilian careers or, in those cases where they went into uniform after school, take up trades and professions. With the exception of air transportation, no other field promises as wide an expansion as radio. BROADCASTING's Mary Zurhorst, who covers the armed services beats in Washington, has been talking with many military and civilian leaders in recent weeks, trying to obtain and collate material which would present a true picture of radio's opportunity for the serviceman. Here is the first article in a series. The next article will take up the specialized training which veterans have enjoyed in the services, fitting them specifically for radio jobs.

POSTWAR TIPS FOR VETERANS

SERVICEMEN interested in radio may find these 10 tips helpful:

1. While still in service discuss your future with a personal affairs officer. He can help you choose the field to which you are suited or can tell you where to get further information.

2. When you are discharged check with your Selective Service office within five days. Arrangements can be made for you to return to the job you had before the war or to help you find one to which your training has fitted you.

3. Contact the Veterans Administration for education benefits and others guaranteed by the GI Bill of Rights. Veterans Guidance centers have been set up in 50 educational institutions throughout the country. More are being established. They provide advice.

4. If you want a new job go to the nearest U. S. Employment Service office. The USES can place you in a job suited to your experience and inclinations, usually in the part of the country you prefer. If you are qualified in a scientific or professional field, such as radio, USES makes the information available to National Roster of Scientific and Specialized Personnel. For a Civil Service job—say with FCC—you get special consideration and preference in exams. Certain physical requirements may be waived. USES offices have lists of Civil Service examinations and when they are given.

5. To get school or college credit for your service training or for a record to show your prospective employer write: Army—U. S. Armed Forces Institute, Madison 3, Wis. Navy—Bureau of Naval Personnel, Navy Dept., Washington 25, D. C. Marines—Marine Corps Institute, Marine Barracks, Washington 25, D. C. Coast Guard—U. S. Coast Guard Headquarters, Washington 25, D. C. Maritime Service—Maritime Service, Washington 25, D. C.

6. To get an FCC operators license go to one of the FCC offices and apply for examination. Two books that would be helpful in preparing for examination are *Study Guide for Radio Operators Examination*, Supt. of Documents, Govt. Printing Office, Washington, D. C., 15c, and *Questions and Answers*, Nelson & Hourning. Many technical jobs do not require licenses.

7. If you plan to enter the radio service field on your own, the Small Business Division of the Dept. of Commerce advises: (a) Know your line thoroughly; (b) Have sufficient financing; (c) Know the pitfalls and be sure you can overcome them.

8. If you want to be an announcer, get a well-rounded knowledge of current news and its importance. Know as many people as possible, read good literature, listen with your mind to fine music, then cultivate your voice. Most stations will give you an audition if you have these essentials. NBC personnel director may be contacted for a *Welcome Home* audition which will be sent to NBC affiliate nearest the part of country you prefer. Other networks and independent stations have similar facilities.

9. Apply to the National Assn. of Broadcasters, 1760 N St., N. W., Washington 6, D. C., for information.

10. For information on other specialized radio jobs apply to the Veterans Administration, U. S. Employment Service office or the office of the company interested in the field in which you want a job.

Something new about the ostrich

Ma and Pa Ostrich (we don't know which is which) . . . in the Cleveland Zoo . . . let the hot sun beat down on their backs while they hang their heads in the shade, made by their own shadows.

That's not so dumb!

But we're using that picture to remind advertisers that the older "Head buried in the sand" line about the ostrich, is still in effect in some places.

Some radio time is still bought on a big-name basis. In Baltimore the big buy is the small but successful independent, W-I-T-H. In this 5-station town, it is this independent station that delivers the greatest number of listeners for the lowest cost. And remember, Baltimore is the 6th largest city in the United States.

Facts available to you, prove the W-I-T-H story!

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Ruppert Sponsors

JACOB RUPPERT BREWERY, Brooklyn, on April 16 started sponsorship on WBYN Brooklyn of all home and away games of the Newark (N. J.) Bears with Ted Lawrence, WBYN sports director at the mike. Out-of-town events are covered by wire report. Ruppert also uses transcribed jingles in the New York area, and recently signed a 52-week renewal for Stan Lomax sports review on WOR New York. Agency is Ruthrauff & Ryan.

WBAC to MBS

MUTUAL will have a total of 258 affiliates with the addition of WBAC Cleveland, Tenn., 250 w on 1340 kc. Now under construction, station will join MBS on or around May 15, when line facilities are expected to be completed. Owner and operator is R. W. Rounsaville.

WPB Authorizes Production of Limited Number of Towers Without Priorities

PURSUING its policy of permitting manufacturers who have completed military orders and have materials still on hand to convert such material into civilian equipment providing they do not employ more than their pre-war personnel, the WPB Radio & Radar Division has authorized production of a limited number of transmitter towers to be made available to broadcasters without priorities.

The authorization, first of its kind since the general WPB freeze on broadcast equipment in 1942, was granted to John E. Lingo & Son Inc., Camden, N. J., one of the largest makers of tubular steel vertical radiators for radio stations. Joseph J. Taylor, assistant to the president of the company, gave BROADCASTING the following statement on the WPB action:

John E. Lingo & Son Inc. has been authorized to build and sell, without the use of priorities, a limited number of Vertical Radiators from materials on hand.

The authorization provides that the entire production must be completed within 60 days from its issuance and that no additional labor is employed beyond Lingo's normal personnel.

Lingo explains that the authorized production will utilize stand-by time between war contracts and will not be allowed to interfere in any way with production for the war effort.

Manufacture and sales will be made on a first come—first served basis.

Emphasizing that WPB has no immediate plans for any general relaxation on civilian broadcast equipment, John Creutz, chief of the Division's Domestic & Foreign Branch, pointed out that the Lingo authorization does not involve a strictly electronic item although it affects station construction. The availability of towers may enable some FCC applicants to obtain conditional permits, he said.

Mr. Creutz explained that because of the large continuing military demands for radio and radar equipment for the Pacific war, V-E Day will mean little change in the civilian radio situation. Inasmuch as overall communications production has been behind schedule, any reduction in requirements will more likely erase the deficit rather than result in a surplus, he said.

One fact not fully appreciated in connection with the shift of military operations to the Pacific, Mr. Creutz pointed out, is that while ground forces have played such a heavy role in the defeat of Germany they have accounted for only about 14% of military communications needs. In other words, even if the entire Army in Europe were not needed for the war with Japan, the resultant communications cutbacks would permit only a partial, although substantial release of civilian supplies.

Navy communications needs, which have comprised about 46% of total electronic requirements, are expected to continue without abatement throughout 1945. Needs of the air forces, which have taken about 42%, also may continue at an undiminished rate. Much of the equipment in planes used in the European war will be unsuitable for the greater distances in the Pacific, he explained, and will be replaced.

WPB recently announced that the undelivered balance of outstanding prime contracts for radio and radar equipment as of April 1 was $2,571,920,000, of which about 56% was specified for delivery in the following six months. To satisfy these requirements, it will be necessary to reach an average monthly production of nearly 8% more than was achieved in 1944.

Possibility of reduced Army needs and availability of manpower released by cutbacks in other industries will determine the quantity of civilian radio equipment which will be released in the next six months.

JAN SAVITT

An apprenticeship with Leopold Stokowski's famous Philadelphia Symphony served Jan Savitt well indeed. For the young violinist has made good use of his symphonic training in his career as a "swing" exponent.

He first developed his distinctive "shuffle rhythm" as house conductor at WCAU in Philadelphia some 15 years ago. Today, Savitt's style and popularity are national institutions.

EL RANCHO GRANDE	Dec. 2771
WE GO WELL TOGETHER	Vic. 27382
LOVE'S GOT NOTHING ON ME	Vic. 27515
I SEE A MILLION PEOPLE	Vic. 27577
SUGAR FOOT STRUT / IT'S SO PEACEFUL IN THE COUNTRY	Vic. 27464
AS WE WALK INTO THE SUNSET	Vic. 27573
A DROP IN THE BUCKET	Vic. 27594

Consult your BMI DISC DATA for complete listings of BMI-Licensed titles recorded by Savitt and other noted bandleaders and vocalists.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N.Y.

NEW YORK CHICAGO HOLLYWOOD

BLUE NETWORK

WFMJ

YOUNGSTOWN OHIO

28th METROPOLITAN DISTRICT

MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta, San Francisco

Credo of the WKY Farm Reporter

TO CONTRIBUTE

—to the security of life on the farm

—to the advancement of the science of farming

—to the social and economic advancement of our farmers

—to the conservation of the soil resources of our state

—and to proper utilization of its fertility

RADIO SCREEN MUSIC STAGE

VARIETY

NEW YORK CITY

SHOWMANAGEMENT AT WAR

'Showmanagement' Awards Mark Of Distinguished Local Operation

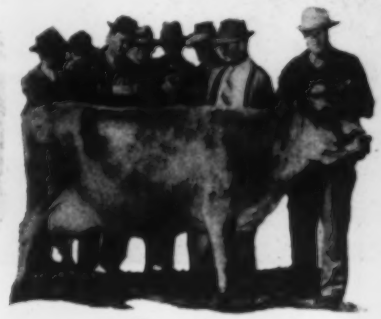
PLAQUES GO TO 1944 LEADERS

Exemplary Wartime Service Cues Citations to Stations, Individuals

VARIETY BEGAN ITS SURVEYS DURING 1933

FAR-SEEING PERSONS DOMINATE THE AWARDS

Special **1944** *Award*
for
Helping the Farmer Fight
This War and Win It
to
WKY
Oklahoma City



CATTLE GRUB CONTROL, a program initiated by WKY, is demonstrated by WKY's Farm Reporter, Edd Lemons, far left.

Credo and Kudos

● When WKY's farm service department was established under the full-time direction of Edd Lemons last year, the direction in which this service was going and the objectives it hoped to reach were mapped out in a Credo reproduced above.

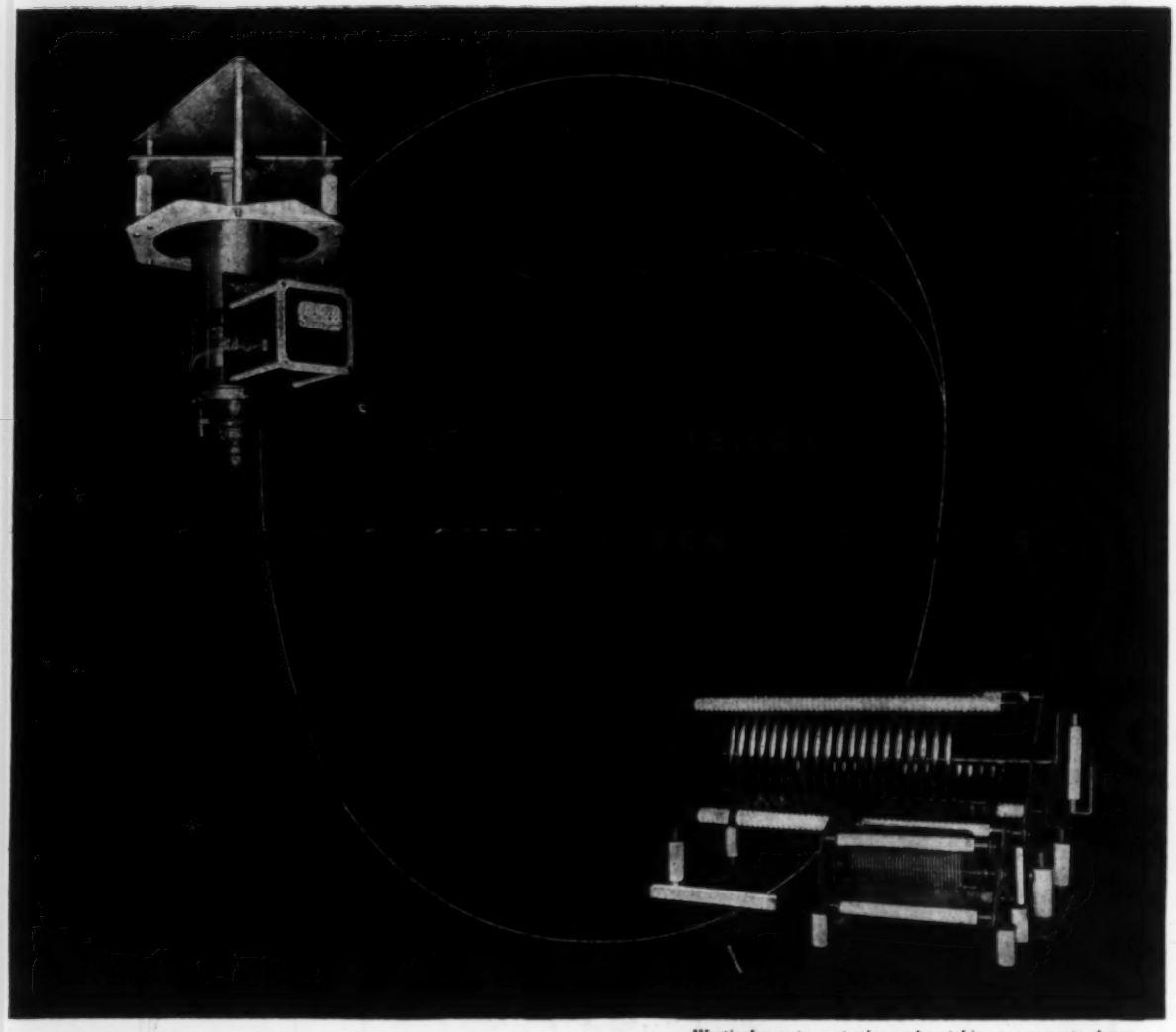
WKY had, for at least two decades, served the farmers and livestock raisers of Oklahoma in a variety of ways. With the organization of a full-time farm service department, WKY's service to the state's basic industry became a coordinated, aggressive program of information, education and helpfulness under the direction of a man with agricultural background and know-how. WKY's Farm Reporter now has the full-time assistance of another expert, Otis Parker, a livestock specialist.

WKY's farm service department was quick to assume leadership in promoting every movement for the betterment of life on the farm; traveled to all parts of the state to publicize outstanding farm projects and achievements; brought farmers to the WKY microphone who had something to say from which other farmers could profit; and in many other ways translated its Credo into action.

For thus "helping the farmer fight this war and win it", Variety awarded WKY (along with those two other great farm service stations, WSB Atlanta and WLS, Chicago), its coveted 1944 Showmanagement Citation.

WKY's superior service to Oklahoma farmers is the reason WKY is the favorite and most listened-to station in the farm homes of Oklahoma.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.



Westinghouse tower tuning and matching components shown above are a variable, gas-filled capacitor (top, left) and a continuously adjustable inductor (below, right).

In these dependable tower tuning and matching components lies the heart of directional broadcasting. They help give Westinghouse phasing and matching equipment the high efficiency, reliability and easy adjustment that meet today's needs.

These qualities stem from many features of Westinghouse phasing equipment. High Q inductors, low-loss capacitors and effective circuit design establish the high efficiency. Reliability is assured by using all components well within their ratings.

Operation has been simplified. Current division and phasing adjustment can be made while in operation. Phase adjustments can be made by a single control for each tower. The current fed to each tower can be adjusted by a single control without affecting its phase position.

Westinghouse—working with your consulting engineer—offers its wide facilities in installing complete directional equipment for every type of coverage from simple cardioid patterns (above) to more complex, intricate ones. Your nearest Westinghouse office will give you full information. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa. J-08109

XXV RADIO'S 25TH ANNIVERSARY KDKA

Westinghouse

Electronics at Work

Radio Offers Field for Veterans

(*Continued from page 20*)

ties for highly trained radio men are with the electronics laboratories. Their new ideas can be applied more advantageously there, at the source, as it were, than in a radio station. For this type work and all other radio jobs requiring a high degree of skill the radar men will be way out in front in demand."

George Isham, of Sylvania Electric Products, says "postwar radio will require more technical ability and better merchandising on the part of radio servicemen."

Service Field

An estimated 3,000,000 GI's may try postwar business ventures of their own. Some may find the service field adapted to their capabilities. New type sets will require skilled workmen to do repair jobs. Some authorities recommend a training period in a laboratory or with a manufacturing company to get a first-hand knowledge of sets. Some good schools offer courses in this work. The Veterans Administration has a list of preferred schools available.

The importance of proper servicing is stressed in a statement by Arthur Stringer, NAB promotion chief, who says, "Should sloppy installation and inadequate servicing prevail, television will collapse in spite of all the money industry can spend."

There is going to be a wide field for servicemen on the other side of the control panel. An executive of a large broadcasting firm speaking of these men, says: "They will be a shot in the arm for radio. Because of the lack of these men, radio programming today is in what you may call a static state. When they come back with their new ideas—and unafraid to apply them—their awareness, their appreciation of the social, economic and political aspects of the big, round 'one world', then perhaps radio can become what we have hoped it could be. They have gained a perspective we could never hope to achieve sitting at home."

In October NBC started *Welcome Home* auditions for placing ex-servicemen interested in radio with NBC, its affiliates and other stations. The network sends the record of the audition to the affiliate nearest the point where the serviceman wishes to work. If the man is qualified a job is offered. Three months after the series began, 100 men had been placed in radio jobs. Other stations are starting the same type of program.

Not Forgotten

Another indication that radio men at home have not forgotten those in service is seen in the allocations brief filed with the FCC by Philip G. Loucks, FM Broadcasters Inc. counsel. This brief proposes that 20 channels be set aside "for future assignment to members of the armed services who are not now in a position to prepare and file FM applications but who might desire to include the construction and operation of FM stations in their postwar plans." This provision would provide for a minimum of 200 possible stations with about 10 persons needed to staff the smallest of them.

Other opportunities in broadcasting are offered for thousands in police radio, ship-to-shore radio, aviation, "civilian radio", making use of walkie-talkies and other fields just opening up.

The following statement prepared by Gen. Sarnoff for BROADCASTING sums up the situation:

Wartime research and development in radio-electronics have greatly speeded the tempo of progress in the application of the electron tube to communications and industry. Advances which normally we would have looked for five to ten years from now, can be expected to be available for practical and useful development in the postwar years.

Viewed in relation to returning servicemen, these advances mean broader opportunities for work and employment when victory is won and the world is at peace. Expansion in virtually every phase of radio now in use and introduction of many new products and services are certain to come.

The growing trend toward a greater exchange of news and information and increased commerce and trade among nations call for expansion of facilities in the international communications field, including radiotelegraphy, radiophoto, radio program transmission, and television.

Domestically, the prospects are brighter than they have been at any period of radio history. It is estimated that a pent-up demand exists for at least 12,000,000 broadcast receivers for the home, compared with a normal prewar annual sale of 3,500,000 receivers. As America entered this war, research developments of television, frequency modulation (FM), and radio facsimile were getting started as new methods of bringing improved sound and sight into the American home. It is believed that television alone will create many new jobs within five years of its introduction as a postwar industry and service.

Other important factors are the innumerable applications of electronics to industrial processes and methods, and the adaptation of radar principles to peacetime purposes. The use of electron tubes has been extended far beyond radio communications into nearly all fields of science and industry; tubes count, sort, control, detect, and measure. Radio-frequency heat generated by tubes has accelerated numerous industrial processes and has broken many bottlenecks in war production.

All of these things put together spell Opportunity. Tens of thousands of servicemen have been trained during the war in the practical application of radio and electronics. From their ranks will come new ideas for the constantly expanding radio industry and its various services.

UJA Committee

COMMITTEE of radio and stage artists, headed by James E. Sauter, of Air Features Inc., has been set up to organize profession for the 1945 campaign of the United Jewish Appeal of Greater New York and its four rescue, relief and welfare agencies. Co-chairmen of the UJA radio and stage unit are Frank Barton, Biow Co.; Joseph Bigelow, J. Walter Thompson Co.; Walter Craig, Benton & Bowles; George Heller, secretary American Federation of Radio Artists; and Paul Louis, D'Arcy Adv. Members of executive committee are Milton Berle, Maxwell Dane, Joan Edwards, Martin Gabel, Lucy Monroe, Kate Smith and Henny Youngman.

1886 Dr. George W. Young 1945

DR. GEORGE WILLIAM YOUNG, 58, founder and operator of WDGY Minneapolis and its predecessor KFTM in 1923, died at his home April 27 following a long illness. One of the nation's first commercial broadcasters, he had obtained the third federal license in the U. S. and the first independent license for KFTM.

"Doc" Young was born in Merridine, Wis., June 27, 1886. He attended school in August and Merrilan, Wis., and in 1906 entered the Green School of Watchmaking, Minneapolis. This was followed by instruction at the Columbia Optical College and extension courses in optics, physics and public speaking at the U. of Minn. In 1912 he established his own jewelry-optometrist business. Indicative of his early initiative, his first jobs had been ditch digging and filling, pin setting at a bowling alley, house-to-house selling and as a railway brakeman. It was between train runs that he began to study watchmaking as an apprentice.

A man of many interests and avocations, "Doc" subsequently became interested in radio and in 1923 set up studios for KFTM in his own home. In 1925 the station was renamed WDGY and moved to the West Hotel, then successively to Loeb Arcade, his own building at 909 W. Broadway and in 1938 to the Nicollet Hotel, present location of the 5,000 w local sunset, 500 w night independent outlet assigned to 1130 kc. A station built on local goodwill and which has maintained itself through the years primarily by local business, WDGY still is doing a selling job for many of its original advertisers.

Many of those who originally worked for Dr. Young, and who received their initial training under his guidance, are now nationally known radio figures. On old payroll sheets are such names as George Putnam, Vincent Pelletier, Cedric Adams, Clellan Card, Stan Thompson, Lynn Smeby, and others.

In 1933 he obtained one of the first television licenses and purchased a dozen receivers for spotting in the Twin Cities area as part of his experimental ventures. The following year he also established a school of radio technique which is still functioning.

Prior to his death he was active in civic affairs and fraternal groups. Dr. Young is survived by his wife, Mae C., and two sisters, Avada and Mrs. Myrtle Egan.

Raymond Shifts

RAYMOND LABS., Minneapolis (hair preparations), has appointed Roche, Williams & Cleary, New York, as agency, shifting from Manson-Gold Adv., Minneapolis. Spot radio schedule for Rayve hair shampoo which includes WMIN WTCN Minneapolis - St. Paul, WIND WGN Chicago and WXYZ Detroit has just been expanded to WHJ WJW Cleveland. Through Milton Weinberg Adv., Los Angeles, Raymond recently started a 90-day test radio campaign on the West Coast.

College Hookup

INTERCOLLEGIATE Broadcasting System will present a live network broadcast on 13 outlets early in May, its first hookup by telephone wire, and possibly the forerunner of a regular series in the fall on a network basis. Tying in with the San Francisco Conference, theme of broadcast will be student cooperation in world peace. Point of origin probably will be Columbia U.

Safety Council Offers Wartime Service Awards

NATIONAL SAFETY Council, Chicago, will offer a wartime award—For Distinguished Service to Safety—to the national network, the regional network and the individual station—in each of two groups, under 50,000 watts and 50,000 watts or more—originating and presenting the best safety program or programs in connection with National Farm Safety Week, July 22-28.

Entries close Sept. 1 and judges will be Wallace Kadderly, chief, Radio Section, U. S. Dept. of Agriculture; John J. Lacey, Director of Information, American Farm Bureau Federation; and Maynard H. Coe, Director of the Farm Division of National Safety Council.

Entry blanks may be obtained by writing to Paul Jones, director of public information, National Safety Council, 20 North Wacker Drive, Chicago 6, Illinois.

Reproduction of an etching by Frederic Taubes

women aware...

being a statement about women and war by WOR... the station that programs more progressively for more women than probably any station anywhere.

WITH EVERY TICK of the clock, more and more American women are realizing today what world peace means to them. There is no denying that.

But too many women have become aware the hard way, through the impact of a War Department telegram, or the sudden appearance of a familiar name in the cold columns of a casualty list. Others, perhaps less deeply touched, have nevertheless been able to feel World War II's destruction, and the even more deadly possibility of World War III, looming like a shadow over their homes, their families, and their ways of life.

And yet, being emotionally aware is not enough. In making this a better world where tragic wars cannot take place, the American woman must understand with her mind as well as her heart. She must understand the forces behind war and the machinery of peace. She must fight ignorance and propaganda with truth and hard facts. She must realize the power she wields in a great democracy; and that, though her home is still her world, this whole narrowing world is now also her home.

WOR has long known the responsibility of radio in bringing women not only entertainment, but a constructive approach toward all the problems which affect women. It was WOR which developed and introduced a new kind of women's service show, now one of the most popular types of daytime programming in Greater-New York. And it was WOR which found the right people to conduct these shows; people who not only had winning personalities and good radio voices . . . but people with the background, understanding, and social responsibility to use these programs for the greatest good.

Now, at a time when it is crucially important for women to be informed and aware, the records of two of WOR's women's service programs—those of Bessie Beatty and Martha Deane are worth considering.

Day after day, WOR's Bessie Beatty and Martha Deane have been turning on the light of information

continued on next page

and facts; rounding out news-developments from the woman's angle and in woman's language; presenting guests from wide and varied fields. Day after day, Bessie Beatty and Martha Deane have been combining good entertainment with thought-provoking ideas. *That it has worked is proved by the fact that Miss Beatty and Miss Deane rank at the top of the list of all local programs in sustained listenership.*

As Bessie Beatty aptly put it, before she left to cover the San Francisco conference for her listeners:

"I believe that no matter how scientific or international a subject is, it can be explained in perfectly simple, frank terms. And now, when awareness is so important, when every big news story has personal bearing on the lives of women, I think I owe it to my audience to keep the Bessie Beatty program topical and timely."

Or, to quote Martha Deane (in reality, Marian Young, formerly women's editor of one of the largest newspaper syndicates in the world):

"I think it's wrong to talk to thousands of women daily without including some ideas that go beyond tea-time. I regard it as part of my radio responsibility to help women keep aware of *all sides* of the issues that affect democratic life."

Every weekday morning on WOR, from 10:15-11 A.M., Bessie Beatty's program opens a window on the world for approximately 250,000 women. She talks of recipes, homemaking, fashion, and all the other topics commonly regarded as "women's subjects." But she also dips into politics, economics, government, philosophy, psychology, the theatre, literature, race relations, etc. For, as Miss Beatty says, "All subjects are women's subjects these days."

Here, for example, is a handful of Bessie Beatty's most recent program guests, and the vital, timely material which they have covered:

BRIGADIER GENERAL CARLOS ROMULO, *who spoke of the Philippines and their role in the war and the coming peace.*

LEO CHERNE, *lawyer, author, economist, who gave a simple, forthright explanation of the meaning of Bretton Woods.*

BURNET HERSHEY, *author and lecturer, speaking of the future of the airways in a peacetime world.*

HELENE KUO, *Chinese author, on the political and cultural leaders of China.*

SIR BERNARD PARES, *English authority on Russia, discussing Russia and the peace.*

LOUIS NIZER, *lawyer, author—on the subject for which he has become noted — What to Do With Germany.*

RICHARD WRIGHT, *author of "Native Son," and "Black Boy," talking of his youth and the problem of race relations.*

Nor is this all. Besides Bessie Beatty's opinion-forming discussions, she has also been an active sponsor of many public-spirited causes. Naturally, she has backed every war drive. But she has even gone beyond this and instigated her own social projects. Among these are her famed:

GIFT SHOWERS FOR HOSPITALIZED SERVICE MEN, *which have raised thousands of dollars and countless gifts for men in hospitals, and in which Bessie Beatty enlisted the support of women's clubs in various communities.*

EASTER AND CHRISTMAS PLANT DRIVES, *which, to date, have supplied over 71,000 plants to Army and Navy hospitals within the area.*

BUY A BOMBER DRIVE, *which sold over $300,000 in War Bonds.*

NEEDLES AND THREAD DRIVE, *which elicited over 2,000 contributions of sewing materials for the women of Russia.*

Why is Bessie Beatty able to arouse such full-hearted response?

Because no matter what subject she touches on, what cause she supports, her own warmth and sincerity . . . carried into women's homes by the intensely personal medium of radio . . . gives every woman a greater understanding of problems outside her own experience; greater realization of the world beyond the kitchen, the nursery and the front yard.

Equally notable is the outstanding work of WOR's Martha Deane. Every weekday, from 3:00 to 3:30 P.M., her program mirrors the simple but profound way of American life. People and events are as real to Martha Deane as pumpkin pie — and just as American. The most involved political and sociological problems of the day are reported by Martha Deane in terms of flesh-and-blood men, women and children.

In her own words, Martha Deane feels that, "Ignorance is the root of every evil in the world and education is the only way to combat it. Peoples' instincts are right, but we've got to let them know . . . open to them fields for conjecture and decision in arriving at a true and fair judgment."

One way in which Martha Deane fulfills this credo is with her now famous "Thursday Club" sessions. These are open forums which frankly and constructively approach powder-keg subjects and detonate them with intelligence and common sense. Just a glance at some of the subjects most recently covered gives an idea of the courageous vitality with which this WOR program is imbued. For example, Martha Deane has covered:

A pro-and-con discussion of Federal Housing.

A survey of un-American activities throughout the nation.

Discussions, from various angles, on Dumbarton Oaks, Yalta, San Francisco and Bretton Woods.

A fearless attack on intolerance . . . "Probing Our Prejudices."

Russian-American relations.

Martha Deane has also actively campaigned for the "You are the Government" ideal, based on American "government by the consent of the governed." These reports have kept listeners informed on Congressional activities; urged them to study the various issues and to express their views to their Congressmen.

Besides supporting regular war effort drives on a year-round basis, Martha Deane and her listeners have "adopted" Leslie County, Kentucky, the poorest county in the United States. Working through a small mission run by Dr. and Mrs. F. Campbell Symonds, listeners have supplied clothing, library books, seeds, Christmas gifts, and other contributions which have helped to rehabilitate the county.

Martha Deane's guests, too, are chosen for their news-value and general interest. Some, like John of John-Frederics (the milliner), or Billy Rose, are on the lighter side, for Martha Deane well realizes the value of diversion in these tense and troubled times. But others, such as these, more than adequately balance the fare:

JOHN MASON BROWN, *drama critic, author, formerly of the Navy, discussed the events which made possible his book, "Many a Watchful Night." "If there is ever to be a real peace, men and women must be willing to live as gallantly as they are willing to die."*

MRS. LAFELL DICKINSON, *president of the General Federation of Women's Clubs, in her first radio interview: "Every woman can and should accept her responsibilities for a lasting peace. Women will see that this war's plans for peace are not delayed or killed. We will do this by keeping public opinion alive."*

DR. HARRY OVERSTREET, *philosopher and lecturer. Discussed the psychology of being grown-up. "Become independent in action and mind. Don't be self-centered. Judge objectively."*

As with Bessie Beatty, much of the effectiveness of Martha Deane's program is due to her own personality, and her skill in blending informed alertness with intelligent entertainment. Marian Young's young, up-to-the-minute viewpoint is enhanced by a keen sense of showmanship and a delightful sense of humor. The result: a program that never sags in interest, that is as rich in human qualities as it is in humanity.

★ ★ ★

WOR sincerely believes that public-spirited programming, as personified by Bessie Beatty and Martha Deane, is an increasingly vital part of daytime radio.

It is this kind of programming that will help make clear to the women of America that they must play a crucial part in the shaping of the future, and show them how to do it.

WOR

one of America's great stations

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

False Armistice Aired With Caution Warning by Most Nets

MAJOR networks didn't exactly go out on a limb with the April 28 Associated Press story of German surrender, although Blue-ABC gave the report full benefit of bulletins and a name list of correspondents, starting with a flash at 7:56 p.m., EWT.

Apparently remembering the premature Armistice in World War I, the networks hedged as far as possible by stressing the fact that AP's story would not be official until a White House announcement was made.

President Truman's "no foundation" bulletin was first aired by CBS at 9:36 p.m. EWT, with a break in the *Lucky Strike Hit Parade*. Second was NBC at 9:37 p.m., when Don Hollenbeck read the President's statement and followed with an explanation.

NBC Cautious

NBC, most cautious of all four networks on the surrender report, started at 8:31 p.m. by saying that no confirmation to the AP story had been received. At 8:38 NBC in Washington repeated the "no confirmation" news, adding that the President would read his proclamation when and if the surrender became official. Mr. Hollenbeck stayed with the story through regular quarter-hourly news broadcasts, breaking in with a bulletin only upon receipt of the Presidential denial. Significantly, NBC did not sound its fourth chime . . . a tone reserved for breaking of such big stories as D-Day. The fourth ring is to be heard on V-E Day, network officials said, and again on the day of final victory over the Axis.

While other networks followed almost the same policy as NBC, Blue-ABC broadcast the "surrender" bulletin from San Francisco at 7:56 p.m., interrupting *Meet Your Navy*, and aired a total of 15 brief commentaries on the story before presenting President Truman's denial at 9:44 p.m. EWT. Immediately after the original bulletin by David Lewin, Blue picked up Martin Agronsky in Washington, then switched back to San Francisco and Edward Tomlinson, who described the "air of expectancy" prevailing in the Conference city.

These two were followed by a series of Blue commentators and experts, including Baukhage and Vincent Sheean. At 8:30, the Boston Symphony went on and was interrupted three times before signing off at 9:27 p.m. *Spotlight Bands* started at 9:30 and Blue had two breaks on that program, including the official denial at 9:44.

CBS read the AP bulletin at 8 p.m., and broke into *Mayor of the Town* at 8:21, repeating that the story was still unconfirmed. At 8:39, CBS interrupted *F. B. I. in Peace and War*, and again at 8:43, when the network quoted Steve Early as saying that announcement of the end of the war with Germany was expected at the White House.

Mutual had 12 commentators standing by to go on the air if the rumor was confirmed, but after the first bulletin on Frank Singiser's 8 p.m. program, the network followed its regular schedule until 9:52, when the President's statement was read on a split network (57 stations) and repeated at 10 p.m. on the full chain, breaking into the *Chicago Theatre of the Air*.

Fax Crime Chaser

FACSIMILE Radio transmission will bring a sharp reduction in the postwar criminal's chance of escape from police, according to H. H. Rathkamp, executive of Finch Telecommunications, Passaic, N. J., who described expected detecting facilities before a meeting of the New Jersey section of the International Municipal Signal Assn. in Nutley, N. J.

Kleanser Campaign

KITCHEN KLEANSER, Chicago, is to start a test campaign on three or four stations sometime this summer through Russel M. Seeds Co., Chicago.

Signal Corps Photo

GETTING FIRST-HAND impression of the war, these commentators visited Lt. Gen. William Simpson, Commanding General, U. S. Ninth Army in Germany. They were (l to r): Johannes Steel, WHN; Burnet Hershey, WHN; Brig. Gen. Richard E. Nugent, Commanding General 29th TAC; Lowell Thomas, NBC; Gen. Simpson; Howard Barnes, WOR; George Hamilton Combs Jr., CBS; Joel Sayer of the *New Yorker*; John W. Vandercook, NBC; Quincy Howe, CBS; Joe Harsch, CBS.

OWI PACKET, WEEK MAY 28

Check the list below to find the war message announcements you will broadcast during the week beginning May 28. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Seventh War Loan	X	X	X	X	X	X	X
Paper Salvage	--	X	X	X	X	--	--
Meat Campaign	X	--	--	--	--	--	--
Prepare for Winter	X	--	--	--	--	--	--
Crop Corps	--	--	X	--	X	--	--

See OWI Schedule of War Message 162 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Appeal Expected In WOKO Refusal

FCC Denies Rehearing, Grants Temporary License Extension

APPEAL to the U. S. Court of Appeals for the District of Columbia probably will be taken by WOKO Inc., licensee of WOKO Albany, N. Y., following FCC denial last week of a petition for rehearing in the Commission's refusal to renew the WOKO license. The Commission did, however, extend the station's temporary license to 3 a.m. May 31 to permit continued operations pending appeal.

In a dual action at its Tuesday meeting the FCC (1) continued indefinitely the station's temporary license pending consideration of a petition filed April 28 by George O. Sutton, WOKO counsel, for rehearing and (2) denied the rehearing and extended the special authorization only to May 31. First action was taken Tuesday morning; the second in the afternoon.

Under its original order of March 27 the FCC ordered the WOKO license terminated as of 3 a.m. April 27 on grounds that Sam Pickard, former Commissioner and CBS vice-president now on overseas duty with the Red Cross, held a hidden ownership [BROADCASTING, April 2].

In his petition for rehearing Mr. Sutton proposed that the licensee corporation would acquire 51% of the capital stock as follows: 240 shares (24%) now listed in the name of R. K. Phelps but which the FCC found actually is owned by Mr. Pickard and/or his wife, Francke P. Pickard, for $82,000; 250 shares (25%) from the Press Co. for $75,000; 10 shares (1%) each from Harold E. Smith and Raymond M. Curtis.

The 51% then would be sold to "one or more prominent citizens of Albany" now negotiating for the stock. In turn the Press Co. would purchase from Messrs. Smith and Curtis their interests in WABY. It is further proposed that the 490 shares of stock to be owned by Messrs. Smith and Curtis would be placed in trust under a voting trust agreement for a period of years to cover the normal license period.

Present officers and directors would resign and WOKO Inc. would elect new officers and directors. Present officers and directors, Mr. Curtis, president; Mr. Smith, secretary-treasurer and Deuel Richardson, vice-president, will not hold either office or be named as directors in the reorganized corporation, petition set out.

Reed T. Rollo, counsel for the Press Co., said his client had not determined whether to participate in an appeal.

Nielsen Mails New Form Program Rating Report

A. C. NIELSEN Co. has mailed clients first issues of a new form of advance report on program ratings. Report includes 20 pages, pocket size, giving data for each of more than 300 individual network programs on accordion-folded sheets, separated by evening and daytime programs, by days of the week. Average audience of each program is charted as is the per cent of homes using radio and the program's share of the audience. Each program also shows total audience and holding power.

On separate pages the report gives the rank of the various program types, index of all programs by name and sponsor, ranking of top twenty for evening and daytime programs. Clients include radio advertisers and agencies, CBS and NBC.

Kaltenborn Fund

H. V. KALTENBORN, NBC commentator, has presented a $10,000 scholarship trust fund to Wisconsin U. for education and training in broadcasting with special emphasis on newscasts and news analysis. Students with a junior or higher standing in the college are eligible if qualified on the basis of financial need, scholarship, special aptitudes and interest in radio, and evidences of planning for a radio career. The scholarship is "in appreciation for the excellent work which has been done by station WHA (on the University campus) in advancing and developing radio broadcasting, and to the great University of my native state, of which I am an honorary alumnus," Mr. Kaltenborn said.

Serenaders
ARE UNPROFITABLE!
AT THE time of his death Enrico Caruso was famed throughout the entire world. Millions who had heard him sing acclaimed him the greatest tenor of all time.
Yet there was a day in Caruso's career when, for a small tip, he hired himself out to an ardent swain to sing beneath a lady love's window.
Advertisers who strive to court public esteem for their product, through the use of radio, need more than a ballad beneath a window. They need a broadcasting station that is heard by thousands. In Baltimore, such a station is WCBM. The finest in entertainment and the last word in programming have made WCBM Baltimore's listening habit.
WCBM
Baltimore's Listening Habit
John Elmer
President
Free & Peters, Inc.
Exclusive National Representatives
George H. Roeder
General Manager

IT'S NICE TO BE UP HERE THESE MORNINGS

HOOPER LISTENING INDEX
JANUARY-FEBRUARY—1945
FROM FALL-WINTER, 1944-1945 . . . CITY ZONE
KNOXVILLE, TENNESSEE

MORNING INDEX	WBIR	"B"	"C"	others
Monday Through Friday 8:00 A.M. to 12:00 N.	42.6	39.8	17.6	0.0

• WBIR

will sell your product

in this busy, growing market.

Let us send you the facts—today!

NUNN STATIONS
WBIR, Knoxville, Tenn.
WCMI, Ashland, Ky.
Huntington, W. Va.
WLAP, Lexington, Ky.
KFDA, Amarillo, Tex.
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

• REPRESENTED BY JOHN E. PEARSON CO.

WBIR
A NUNN STATION
KNOXVILLE, TENNESSEE
John P. Hart, Mgr.
• BLUE NETWORK

RCA Net Profit Up 24.4% Over First Quarter of Last Year, Sarnoff Reveals

RCA showed a net profit after taxes of $2,987,000 for the first quarter of 1945, a gain of 24.4% over the same period in 1944, Brig. Gen. David Sarnoff, RCA president, told the corporation's 26th annual stockholders meeting in New York last Thursday. Consolidated gross income for the three months was $85,385,000, up about 8% from last year, Gen. Sarnoff reported, and profit before taxes up 16.6%, while taxes rose 14% over those for the first quarter of 1944. Earnings for the quarter were 15.8 cents per share of common stock this year, comparable to 11.6 cents per share in the same period of 1944.

Reviewing the quarter-century RCA history, Gen. Sarnoff said operations have grown from a gross of $2,000,000 the first year to more than $326,000,000 in 1944. During the 25-year period, RCA's profits before taxes have totaled $237,000,000, he said, or about 9% on the gross business. Federal income taxes have aggregated $114,000,000, leaving a net profit of $123,000,000, or roughly 5% of the gross, with about 65% of the earnings paid out in dividends to stockholders.

Working Capital

Gen. Sarnoff said that the company's working capital is approximately $60,000,000, a "substantial increase" from the $3,000,000 it started off with in 1919. This should make it unnecessary to borrow funds for postwar reconversion and expansion, he said, adding that RCA "has never sold any stocks or bonds to the public. Most of the stock of this company now outstanding was issued for manufacturing plants, communication properties, patent rights and other assets acquired from other companies. Without these there would have been no RCA."

Unfilled orders of RCA manufacturing plants as of April 1 totaled approximately $180,000,000, a decrease of about 40% from the same date last year, and orders booked during the first quarter of this year totaled $62,000,000, down 25% from the same period last year, Gen. Sarnoff said. But he added that the demand for war products will probably use all of RCA's facilities through this year, at least.

Expansion

Looking to the future, Gen. Sarnoff cited the development of new electron tubes that make the use of microwaves practical and open up new fields of service, such as radio relays for television, facsimile and other services. He mentioned the agreement concluded with Western Union permitting that company to use RCA's radio-relay developments, on which "highly successful" tests are under way between New York and Philadelphia. He also cited the radio-relay chain RCA hopes to operate between New York and Washington, providing channels for international communications traffic, radiophotos and program transmission through a series of super-high frequency repeater stations which will be automatic and unattended.

Anticipating a great expansion in all fields of civilian and commercial radio services, the company has made its plans and, without interfering with its primary war production job, "is taking preliminary steps for reentry into the field of civilian radio, phonograph, television, FM and other radio and electronic products as soon as conditions permit," he declared.

Officers Elected

Stockholders reelected as directors for three-year terms are: Niles Trammell, NBC president; Frank M. Folsom, vice-president in charge of the RCA Victor Division of RCA; James G. Harbord, chairman of the Board; Bertram Cutler. Arthur Young & Co. was chosen as outside public accountants to certify the financial statements for this year. Approval was voted for the employes' pension plan which was adopted by the directors and put into effect Dec. 1, 1944.

FOR 24 HOUR SERVICE
ON DIRECT CUT COPIES OF YOUR RECORDINGS

TO...

U.S. RECORDING CO.
1121 VERMONT AVE.—WASH 5, D. C.
WRITE-WIRE OR CALL FOR DETAILS

"TAP TAP" Who's There?

Some smart sponsor tapping the rich Portland Market by means of WGAN

STATION PORTLAND MAINE
National Sales Representatives: PAUL RAYMER COMPANY

MR. TIME BUYER, WE LOVE YOU!

(And that goes for you, too—Miss Time Buyer)

WE love you for giving a newcomer a break . . . and giving us a chance to prove we could really do a selling job.

We love you for recognizing real coverage when you see it . . . appreciating what terrific sales value there is in the half a million radio homes we can reach for you.

We love you for the great percentage of national renewals you're giving us. Last month alone, it was 64%!

We love you for . . . aw shucks, let's not get maudlin . . . but with nice fellas like you to do business with—no wonder we're Top Station in Cleveland in the Morning!

BASIC *Blue Network*
CLEVELAND, O.

WJW 850

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Prospects Dim for Final Allocations Before Mid-May; FCC Seeks More Data

WITH ALLOCATIONS "still locked in the bosom of the Commission", it was learned last week that the FCC has made an exhaustive search for all propagation data bearing on the future of FM and that prospects of final allocations above 25 mc before mid-May were not too bright.

Conclusions

Maj. Edwin H. Armstrong, FM inventor and opponent of the Commission's proposal to move that service to 84-102 mc, disclosed last week that on April 25 he filed three additional briefs with the FCC at the request of Commissioner Charles R. Denny Jr. Two of the briefs were on F2 layer and tropospheric transmissions, thus they were added to the secret portion of the record, conducted March 12-13 in the presence of military experts.

The third, dealing with Sporadic E, was added to the public record. Maj. Armstrong's public brief bore these conclusions:

(1) It has been established that stations of a local character covering 40 to 50 miles can be operated without encountering Sporadic E interference within the service range from 44 mc upward.

(2) It has been established that if the high power transmitters are operated in the vicinity of 60 mc and a realistic appraisal made of the practical factors bearing on the situation, that the amount of interference which may be expected is negligible.

(3) Such interference as does occur, occurs in the outer ranges, and it is my considered opinion that if an attempt is made to cover these ranges in the 100 mc band that far worse service to the public will result by reason of shadows, tropospheric fading, and above all, long distance tropospheric transmission of the type described in a memorandum on this subject filed this day.

According to Maj. Armstrong the F2 layer brief relegated the effects of that interference "to the ash can". His brief on Sporadic E set forth facts concerning the extent of, and duration of, that type interference under various conditions.

Members of the Commission answered all queries regarding allocations with the statement, "they're still locked up in the bosom of the Commission", reportedly suggested by Chairman Paul A. Porter at Tuesday's meeting. It is known, however, that Commissioners themselves were not in agreement, particularly as to the future location of FM.

The entire spectrum from 25-30,000 mc, except that portion from 42-108 mc, which embraces the highly-controversial FM band, has been decided upon. Final reports on the spectrum other than FM and television have been prepared, it is understood.

Proponents of keeping FM as low in the band as possible were encouraged by the Commission's delay, contending that "additional evidence" had been presented to disprove the theory of Dr. K. A. Norton, who urged that FM be moved upward because of F2 layer transmission in the 40-mc region.

It appeared likely, however, that the Commission would not begin the FM band below 50 mc, thus a compromise allocation between the RTPB recommendations (43-58 mc) and the Commission's proposal appeared to be gaining strength, it was reported. In some quarters that compromise was seen as beginning at 60 mc [BROADCASTING, April 23].

Should the FCC decide to start the FM band at 60 mc, it was pointed out that the allocation might be along these lines:

42-44 or 42-50 mc: FM on temporary basis to take care of present stations until transition is accomplished.

44-50: Television or FM temporarily. Significant in this respect was the RCA-NBC brief at oral argument which suggested that the 44-50 band be assigned temporarily to FM, should FM be moved upward. Television would not be ready for that channel until FM is ready to move out, NBC contended. The Commission has given that suggestion consideration.

50-54: Amateurs.
54-60: Television.
60-78: FM.
78-84: Unassigned for the present.
84-108: Television.

General Foods Shifts

GENERAL FOODS Corp., New York, June 4-Aug. 31 shifts from Calumet and Swansdown to Certo on *Kate Smith Speaks* on 67 CBS stations, Mon. thru Fri. 12 Noon-12:15 p.m., and shifts from Young & Rubicam to Benton & Bowles, New York. June 4-Aug. 31 General Foods starts promotion of Sure-Jell on *When A Girl Marries* on 77 NBC stations, Mon., Wed. and Fri. 5-5:15 p.m., continuing Calumet and other products on other days. Agency, Benton & Bowles.

URGING greater support of the paper salvage campaign, War Advertising Council suggests to broadcasters that "you can arrange interviews with salvage leaders in your community, also with soldiers and sailors who have seen paper's thousands of war uses. You can report progress of the paper campaign in your community and can point out the special achievements of outstanding individuals, such as Boy Scouts and Paper Troopers. You can use plenty of short reminder announcements, especially just before collection days. You can contact the local Salvage Committee for whatever facts, figures and promotional ideas you need."

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

KTHS . . . . . Hot Springs, Ark.
KWKH . . . . . Shreveport, La.
WCPO . . . . . Cincinnati, Ohio
WTJS . . . . . Jackson, Tenn.
WNOX . . . . Knoxville, Tenn.
WMC . . . . . Memphis, Tenn.
KTBC . . . . . Austin, Texas
KRIC . . . . . Beaumont, Texas
KWBU . . . Corpus Christi, Texas
KRLD . . . . . Dallas, Texas
WCHS . . . Charleston, W. Va.
WBLK . . . . Clarksburg, W. Va.
WSAZ . . . Huntington, W. Va.
WPAR . . . Parkersburg, W. Va.

WCSC thinks CBS is tops...BUT!

Fitting a sponsor is like fitting a shoe. The right leather, the right width, the right last...a right fit or no more customer!

Good as CBS is (and we think it's tops) we know we need more than the best in network radio to keep WCSC the number one civic and entertainment force in Charleston. We need locally selected programs. Programs that reach the heart of Charleston... programs that fit.

We think we have them.

Take our "Air Adventures of Jimmy Allen". We thought it would fit the James F. Condon & Sons Department Store. Fit their shoe department, to be specific. It does. Condon's has been on our air for three years.

WCSC planning has made this adventure story an institution in Charleston. Every afternoon at 5:30, Monday through Friday, the "Air Adventures of Jimmy Allen" tells of the achievements of Charleston children: their school work, their good deeds, their civic efforts. Another nice gesture to nice people (our people) for the nice things they keep doing.

The "Air Adventures of Jimmy Allen" is the kind of program WCSC likes to do. *Wants* to do. Our listeners expect it. It sells shoes (in quantity) for the Condon Department Store, too!

WCSC

CHARLESTON, SOUTH CAROLINA

John M. Rivers, Owner

Represented Nationally by Free & Peters

PROGRAMS

TO HELP reconcile differences of viewpoint between soldier and civilian, MBS is presenting "Opinion Requested", weekly half-hour originated from WOR, MBS New York outlet. Four-man panel, chosen each week from the field of industry, labor, education and the arts, answers questions collected from servicemen through the information and education section of the bureau of public relations, War Dept., from Army Redistribution Centers, and from MBS overseas correspondents.

Educational Forum

UNDER allotment from the Michigan State fund of $250,000 to subsidize a year's experimental program of adult education, the Office of Adult Education at Western Michigan College, Kalamazoo, is presenting a half-hour Tuesday evening "Western Michigan Radio Forum" program on WKZO Kalamazoo and WJEF Grand Rapids, in cooperation with the stations. Participants on the programs include leading citizens of the state.

Rehabilitation Talks

SERIES of quarter-hour talks "Look Homeward Soldier", are featured on the CBO Trans-Canada network by War Correspondent Andrew Cowan, returned from overseas.

Essay Winners

WINNERS of Eddie Cantor's contest for the best essay by a high school student on juvenile delinquency were announced on last weeks' broadcast on NBC, with a first prize of $1,000 in War Bonds going to Charles Byrne, 17, of Minneapolis. Second and third prize winners also received bonds. Judges were Dr. Nicholas Murray Butler, president emeritus, Columbia U.; Dr. Robert G. Sproul, California U. president, and FBI Chief J. Edgar Hoover. All winners received plaques for display in their schools. Sponsor is Bristol-Myers Co. Agency is Young & Rubicam, New York.

Plays by Youngsters

WITH roles played by young actors 10 to 16, "Pint-Size Playhouse" has started on KGW Portland, Ore. The weekly Saturday series is expected to run through the summer.

Potential Tele-Talent

TO STIMULATE interest in television among high school students and to find potential television entertainers, Admiral Corp., Chicago, is televising a program titled "Young Chicago". The weekly half-hour program features high school talent exclusively. Idea was conceived by Admiral executives and George Jennings, acting director of the Radio Council of the Chicago Board of Education.

Workshop Series

SERIES of 11 weekly programs titled "Kansas City Story", dramatizing the work of the various departments of the city hall, is being presented on WDAF Kansas City by the radio department of the U. of Kansas City. Public school listening groups have been set up. Programs use workshop as well as professional talent.

Talent Search

CKAC Montreal's seach-for-talent contest "Les Bouriers de CKAC" closed with a broadcast featuring all winners. Corp. Jean-Noel Croteen won first in scriptwriting; Marielle Thibault and Charles Marin tied in the popular singers section; Simone Flibottem, mezzo-soprano, won the vocal art division and six contestants tied for the dramatic talent award. More than 800 contestants took part in the 25-week, $1,000-prize series.

Biographies by UP

SERIES of quarter-hour recorded biographies of front-page personalities are being prepared by United Press radio section for use by UP clients in a 13-week series and for building up of station files of recorded life stories ready for immediate airing. Phil Newsom, UP radio news manager in New York, said the programs will be titled "One Man's Destiny" and will be sold only to stations using regular UP news service.

Minute Feature

IN "Lest We Forget", a nightly one-minute feature, WOV New York reminds listeners of the brutal nature of the enemy. Announcer reads items on Jap or Nazi atrocities, culled from eyewitness accounts obtained from reports by American war correspondents, or from the official French, Dutch and other governments. Stories are presented factually with no comment.

Student Round Table

WFBL Syracuse is broadcasting a weekly public service program produced under supervision of the English department of the Syracuse Board of Education. Called "The High School Student Speaks", program takes schools in rotation and consists of a round-table discussion with leader and four participants.

KOME Health Series

KOME Tulsa in cooperation with the Tulsa County Public Health Assn. has arranged a series of public service programs to run for a year titled, "How's Your Health?" Dick Campbell, program director, is moderator. Program is 3:30-3:45 p.m. Wednesday.

Musical Commentary

FEATURING Dr. Max Reiter, conductor of the San Antonio Symphony orchestra, "Musical Interpretations", new Sunday morning half-hour program on WOAI San Antonio, presents classical and semi-classical recordings with correlative commentary.

Child Talent Contest

FIFTH annual child amateur contest, conducted by "Uncle Don" on WOR New York, drew total of 5,676 entries. Finals were aired on Uncle Don's May 3 broadcast, with movie, stage and radio representatives as judges.

Overseas Experiences

OVERSEAS experiences of Army Air Forces combat veterans are related in new weekly series of "The Soldier Selects" on KFWB Hollywood.

Truman Portrait

KROW Oakland, through a series of six broadcasts daily at 9:45 a.m., is presenting a word portrait of America's new President, Harry S. Truman.

How WKBB Gets Listeners For Your Program in Dubuqueland

ON THE Streets

BUS ADVERTISING CARDS attract listeners in the Dubuque area to the WKBB radio programs. Passenger traffic on city busses has increased considerably during wartime. To reach this vast audience, WKBB frequently employs exterior and interior bus cards. Dubuque's first radio station, WKBB, uses the bus-advertising cards as just one of its many promotional activities constantly to remind the people in the Dubuque area of the interesting local features and Blue Network shows presented on WKBB.

A November listener survey conducted by Robert S. Conlan & Associates showed that the four programs with top audience ratings in the Dubuque area were all WKBB programs. Further evidence of WKBB's leadership in audience response is the ratings for the entire survey period . . . WKBB, 36.4; 2nd Station, 30.2; 3rd Station, 13.3.

WKBB's first place standing among listeners in Dubuque, a growing Marketing area, makes it the wise choice for time buyers.

James D. Carpenter—*Ex. Vice Pres.* • • • *Represented by*—Howard H. Wilson Co.

WKBB 1490 ON YOUR DIAL

BLUE NETWORK STATION • • • • DUBUQUE, IOWA

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

For better spot buys — better buy spot programs

JOHN BLAIR & COMPANY

Whether you're advertising cereals or soaps . . . *Spot Programs* are *excellent "spots" for you.* And if you want to sponsor soap opera or grand opera . . . Spot Programs will do the job! For these programs aren't merely spot announcements—they are complete programs of *any* kind . . . and *any* length . . . on *any* station . . . in *any* market selected by you.

Many of these programs are available. They'll sell for you, because they're conducted by popular station personalities who have already proven their ability to sell for others.

Investigate Spot Programs while there are still good availabilities.

Talk to a John Blair man today!

REPRESENTING LEADING RADIO STATIONS • OFFICES IN CHICAGO • NEW YORK • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

BLAW-KNOX

is responsible from

BLUE PRINTS

to

BROADCAST

Station Engineers take a load off their shoulders when their antenna problem is turned over to Blaw-Knox. Specifications are completed under one responsibility. The job is not done until the tower is up, tested and approved.

BLAW-KNOX DIVISION

of Blaw-Knox Company

2038 Farmers Bank Bldg.

Pittsburgh Penna.

PROMOTION

Talk Tips by CBS

TIPS for the prospective amateur radio speaker are contained in "Making Friends With the Microphone", pocket-size booklet distributed by CBS to civic organizations and other groups regularly receiving Talks, digest of network broadcasts. Last of 22 hints to speakers urges speakers to "leave their listeners wanting more—and thus . . . make friends".

WWDC Project Lauded

THE WWDC Washington duckpin tournament was "the most successful city or state-wide duckpin tournament in the history of bowling" according to the chairman of the National Bowling Congress. There were 17,878 entries, with close to $6,000 in prizes. Bowlers' Victory League received $560 to be spent for sports equipment for Army personnel overseas.

Kate Smith Greetings

KATE SMITH fans sent more than 3,000 birthday cards to WJR Detroit honoring her 36th birthday on May 1. Cards were sent to her in New York by WJR as a surprise greeting from the Midwest. Leo Fitzpatrick, WJR general manager, arranged a reading of Kate Smith's biography on the "Know Your America" program.

Mail Piece by WROK

MAIL PIECE on the Blue-ABC "Breakfast in Hollywood" morning feature has been distributed to grocers in the Rockford, Ill., area by WROK Rockford, to inform them that the program is "on the air to help you sell more Procter & Gamble's Ivory Flakes and Kellog's Pep".

Cafeteria Promotion

RECIPE from the Jane Weston "Modern Home Forum" program on WOWO Fort Wayne, Ind., was featured item at the cafeteria of the Fort Wayne Studebaker plant. Supplemental promotion included table program schedules of daytime WOWO shows.

Four-Color Map

WHEB Portsmouth, N. H., has issued a humorous four-color map showing coverage of the station. Piece was drawn by Edward McCandlish, comic illustrator, who has since been added to WHEB promotion staff.

WJZ Troupe

WJZ New York is sending its "Victory Troupe" of entertainers to Pope Field, Fort Bragg, N. C., to entertain in connection with the third anniversary of the paratroopers and to open the Seventh War Loan Drive.

Window Displays

NBC world news coverage is promoted by WRC Washington via a window display of news commentator, correspondent and feature pictures adjacent to the station's entrance.

'Home Station' Promotion

WINS New York promotes itself as "New York's Home Station", in a file-folder presentation with old-fashioned cross-stitch sampler decorating the cover. Loose-leaf sheets promote individual programs. Statement of policy includes a ban on telephone-answering or money-give-away programs, no commercials immediately adjacent, limitation of three announcements per quarter-hour exclusive of station breaks on the quarter-hour.

WING Billboards

WING Dayton welcomes motorists approaching Dayton by any of eight leading highways with a large billboard which promotes a different WING feature each month.

Promotion Personnel

MITCHELL B. DEGROOT Jr., promotion manager of WCAE Pittsburgh since Jan. 1944, has joined the promotion department of Blue-ABC.

MALCOLM McPHERSON, advertising and sales promotion director of WFIL Philadelphia, is the father of a boy.

CHARLES H. SMITH, since 1943 supervisor of research for CBS-owned stations, has been named market research counsel for the CBS network sales department.

JANET POMEROY, former CBS newswriter, has transferred to the network's press information department.

JOE HEVISI of CBS press department, who has been handling Maj. Bowes publicity for the network from the Maj. Bowes office for several years, takes over the television publicity post, which he will handle until the return of **JIM KANE** who is hospitalized with pernicious anemia.

JOHN F. WATKINS has been named sales promotion representative of WMMN Fairmont, W. Va.

WNEW to Move

WNEW New York has signed a 10-year lease to occupy second and third floors at 565 Fifth Ave., formerly the S. W. Strauss Bldg. WNEW signed the lease with Atlantic Coast Network which acquired half of the stock in the Fifth-Forty-Sixth Corp., owners of the 12-story building. Now located at 501 Madison Ave., WNEW plans to move early next year or as soon as it can complete remodeling of the 32,500 feet of space it will occupy. Ten broadcasting studios, a television workshop and 30 offices will cost over $300,000.

WBNX

DAILY PROGRAMS IN

Italian Polish English Jewish German

5000 WATTS DIRECTIONAL OVER NEW YORK

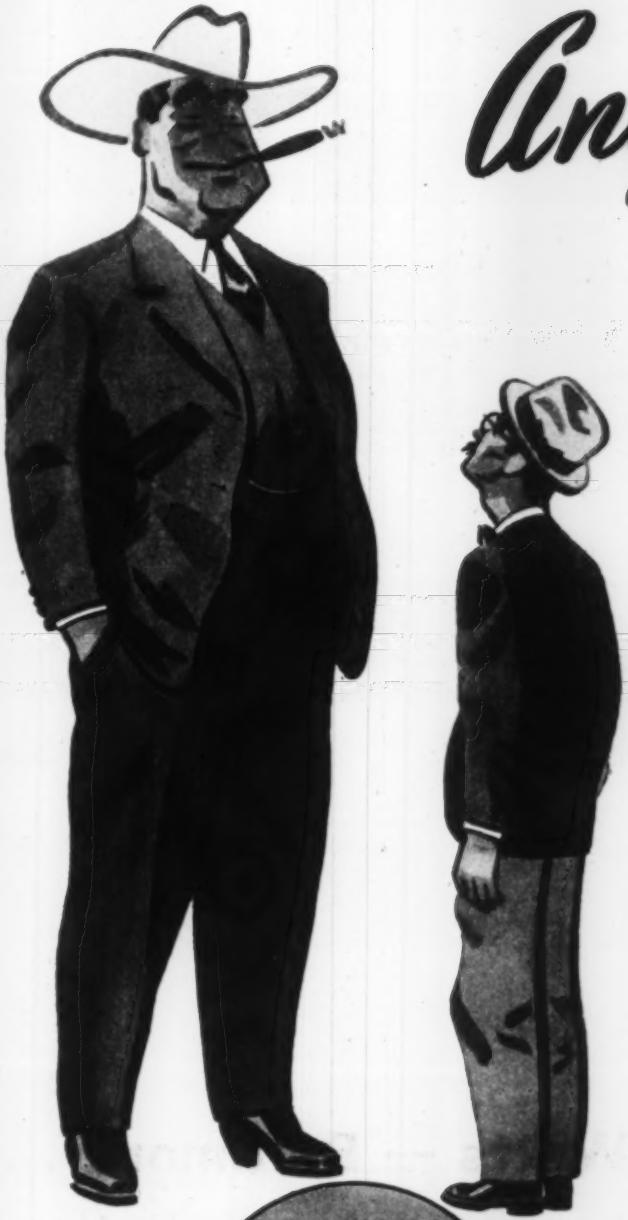
America's Leading Foreign Language Station

KTFI

TWIN FALLS · IDAHO

FAR ABOVE AVERAGE

Any way you figure!



It's not unusual for NBC affiliates to have considerably higher ratings than the other network stations in their communities.

But, in San Antonio, WOAI's average C. E. Hooperating for the Fall-Winter of 1944-45 is 11.6% HIGHER than the national average for NBC!

By comparison, the average Hooperatings of the three other network affiliates in San Antonio range from 27% to 63% LOWER than the national averages for their own networks over the same period.

Definite listener preference for WOAI, in town and out—morning, afternoon and night—helps explain why this popular station sells more merchandise to more people in Central and South Texas than any other medium—at a lower cost per sale!

WOAI

50,000 WATTS
CLEAR CHANNEL
NBC AFFILIATE
MEMBER TQN

San Antonio

Represented Nationally by EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

WBAL MEANS

IN BALT

WBAL — 50,000 Watts — Baltimore . . .

Basic NBC Network . . . . . National R

NS BUSINESS

LTIMORE

. . One of America's Great Radio Stations

al Represented by Edward Petry & Co., Inc.

Rumor Isn't News

RADIO WAS big news last week. The false flash on Germany's surrender, Radio Hamburg's proclamation of Hitler's demise, the unprecedented coverage of the San Francisco conference, and the subsequent fast-moving events toward unconditional surrender converged to make it perhaps the biggest week in radio history. Even before these words reach print, there will be transcendent developments, and all of them are destined to come by radio.

Those same events point up the grave responsibilities that rest upon radio. Radio can't relax with the windup in Europe—there is a grim war in the Pacific theater and there is the story of the evolution of the peace.

In retrospect (and it seems weeks rather than mere days back), the fact that radio didn't originate the false surrender story tends to underline the vast difference in the techniques of news dissemination of press and radio. Radio's greatest virtues—speed and clarity—likewise constitute its greatest danger and temptation.

On the whole, radio handled the false armistice with admirable restraint. One press association—AP—broke loose with what it thought a scoop. One network—Blue—went all the way because it depended upon that press association report. Such things have happened before. It occurred in 1918 when UP was four days early on the armistice. But there was no radio to give wings to its words. Then there was unbridled nationwide hell-raising, because it took hours—not mere minutes—to overtake the error. Last week the pandemonium was short-lived, because people turned to their radios and got the truth.

News disseminating media have been forewarned about jumping the gun. The newspaper must have time to get out an extra. Radio needs no presses. Indeed, newspapers generally have forsaken extras because of radio's speed. Of the two media, radio has more time to check. That hoary "scoop" legend, carried over from the press, has no place in radio. It is outmoded.

In radio circles the events of last week, plus other recent developments, have revived discussion about creation of a radio news association which would be devoted to radio's peculiar needs. There are those who feel that the old-line press association, geared to the printed page, is unable to serve both media because of the difference in the methods of dissemination. They feel that before an adequate radio job can be done, fundamental changes are needed.

Repetitions of the lamentable incidents of the recent past will only aggravate this sort of talk, since it's an open secret anyway that many broadcasters believe there should be greater supervision over their raw materials. It has already happened in music.

Whether it's for press or radio consumption, let's have a permanent armistice on rumors.

Radio and the Veteran

RADIO in all its phases offers many opportunities for servicemen returning from the wars.

The vast potential for employment which radio presents is reviewed in this issue [Page 20]. It is recommended reading for all broadcasters and for all those allied with the art. It behooves every one of us to begin thinking now, if we have not done so already, about the discharged veteran.

He has had vast training. Much of that training applies specifically to the problems which must be met every day in broadcasting stations, in advertising agencies and in related pursuits.

He has had tremendous worldly experience which has broadened his concept of living. His ideas will influence the lives of everyone for generations to come. His ideals will bulwark the standards upon which radio of the future must build.

The average serviceman will need no helping hand, beyond the proffer of a job. He has been keenly trained. He will be ready to take up his assignment in a peaceful world. Radio, which needs him, will welcome his return.

POST-PRESIDENCY prospect for Mr. Truman: do one of those five-minute, capsule form newscasts a la Elmer Davis. In a 20-minute news conference last Wednesday, he gave radio and press reporters enough headline news to keep them at their typewriters far into the night.

Pittsburgh Folly

BEWARE of big powers in the hands of little men.

The climax was capped in Pittsburgh a few days ago. The district office of the War Manpower Commission announced a ban on the playing of radios in restaurants which remain open after midnight, ruling that radio is "entertainment".

At WMC headquarters in Washington it was learned that no such directive had been issued on a national basis. The only order was that eating places which remain open after midnight may not offer music (live, radio or juke boxes) if there is dancing. One of the first pronouncements by Justice Byrnes when he issued the curfew order last February was that this request did not apply to broadcast stations "in any way".

The Pittsburgh ruling is too ridiculous to argue. But it's interesting to probe into the kind of mentality that provoked it. From radio sources in the city it is reported that one of the officials is a former labor organizer. Another is reported to be a member of the American Federation of Musicians, and feels that radio impinges upon employment of musicians.

As things are now, we are given to understand, any Pittsburgh restaurant which "violates" the curfew by playing a radio or juke box or performing live talent, will be closed for 30 days. That ruling means, we assume, that war workers in highly industrialized Pittsburgh won't be able to get war news reports during the midnight lunch hours, or after they are off.

We think no less a personage than Paul McNutt should lend an ear and perhaps, wield an ax.

Our Respects To -

CAMPBELL ARNOUX

CAMPBELL ARNOUX has as cosmopolitan a background as radio.

Of Virginia and New England ancestry, he was born Jan. 13, 1895, in New York City, spent his early childhood in St. Louis, moved to Texas where he grew up, then to Arkansas for nine years and finally reversed the old adage by coming east to Virginia. He celebrated his 11th anniversary as general manager of WTAR Norfolk on Feb. 1.

Campbell entered Texas U. in 1916 after graduating from Fort Worth High. At the university he was issue editor of the *Daily Texan*, college newspaper. He got his first newspaper job by telling the managing editor of the *Fort Worth Record* he would work two weeks for nothing with either a salary at the end of that time or a pink slip and no hard feelings. Covering a saloonkeeper's convention as his first assignment he came back with a collection of bartenders' anecdotes which made front page and put him on the payroll at $18 a week.

The World War interrupted his college course and he entered First Officers Training Camp but was discharged because of illness after completing half the course. Later he was civilian instructor of aerial observation at the Austin Army Ground School and finally was made a second lieutenant in the Fifth Texas Cavalry.

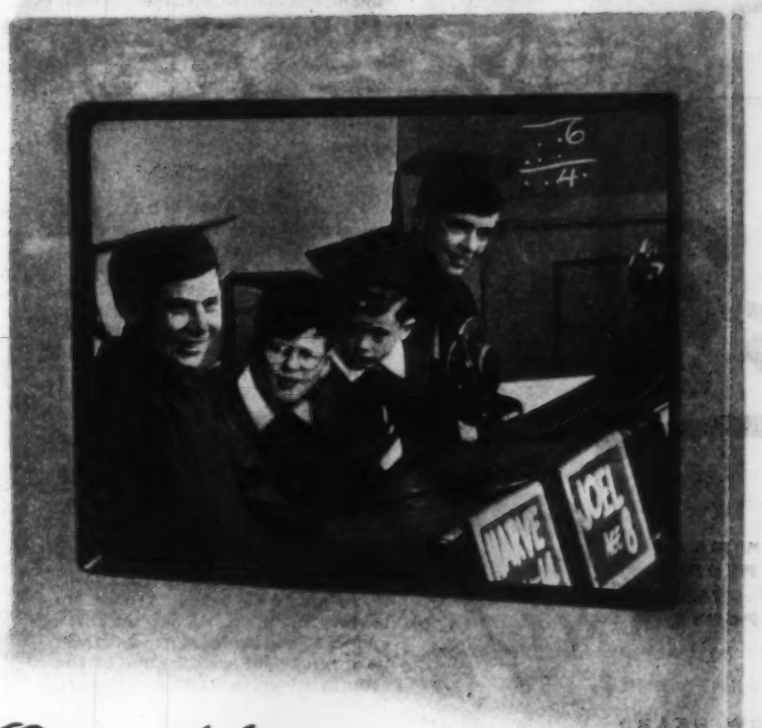
In 1919 Campbell set out, Jack London style, on a journey that took him around the world. Starting with $235 he reached New York two years later with $240 and a great deal of experience.

He became assistant to the director of publicity of the Southwestern Division of the American Red Cross with headquarters in St. Louis. He saw disaster relief duty during the Pueblo flood and similar disasters. He also conducted Red Cross exhibits at western state fairs and claims to be an expert baby weigher as a consequence.

In 1922 he became staff writer on the *Fort Worth Star-Telegram* shortly before the paper installed a station—now WBAP. The job of managing it was offered in turn to older members of the staff who declined. Finally the boss got down to Arnoux. He wasn't asked, he was told, "You're it!"

For six months he had a wonderful time. He hadn't the foggiest notion of how to make a radio station click. But then nobody else did either. When he had to have his tonsils removed somebody had to do his announcing and Harold

(*Continued on page 44*)



The *Quiz Kids* say:

"DuMONT TELEVISION IS COSMIC LEGERDEMAIN"*

You will agree that these diminutive stars, while rarely at loss for correct answers, are seldom available when prospective operators of postwar Television stations have questions to ask. Fortunately, DuMont Television "know how" can be tapped as needed... cost and engineering data on every phase of station design, construction and operation... the accumulated knowledge gained through more than 4 years' station management.

The low operating cost, extreme flexibility and rugged dependability of DuMont Television transmitting equipment are being convincingly demonstrated week-in and week-out in 3 DuMont-equipped stations. New postwar designs embody all wartime advances. You can arrange *now* for early peacetime delivery of station equipment and training of personnel through the DuMont Equipment Reservation Plan. Visit DuMont's Station WABD, New York. Call, write or telegraph for appointment... Station Equipment Sales Division, Allen B. DuMont Laboratories, Inc., 515 Madison Avenue, New York 22, N. Y.

*Appearing Sunday evenings on the Blue Network.

Copyright 1945, Allen B. DuMont Laboratories, Inc.

DUMONT *Precision Electronics and Television*

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J. TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

Who is this?

HE'S HEARD ON MORE STATIONS BY MORE PEOPLE THAN ANY OTHER NEWS REPORTER

HE'S NOW HEARD ON 240 STATIONS WITH OVER 130 SPONSORS

HE'S RECOGNIZED FOR HIS NEWS SCOOPS AND AUTHORITATIVE INFORMATION

HE'S STILL AVAILABLE IN A FEW CHOICE MARKETS—ALL WITH AN EXCEPTIONALLY HIGH RATING

Answer:

Fulton Lewis, jr.

"America's No. 1 News Personality"—Now available for sponsorship in a few key territories. For immediate details—Phone, write or wire:
WILLIAM B. DOLPH
BARR BUILDING, WASHINGTON 6, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the **MUTUAL BROADCASTING SYSTEM**

Our Respects to

(*Continued from page 42*)

Hough, circulation manager, agreed to try it. This was the birth of the "Hired Hand", when Hough developed a personality and dry humor that made him nationally famous. Radio arguments began between Arnoux as the "regular announcer" and Hough the "Hired Hand", supposed to be the station janitor.

Arnoux was with WBAP until the station grew from its original 20 w to a "giant" of 1,000 w. In 1924 he went to Hot Springs, Ark., to put on what was at the time the "longest remote control program", some 350 miles of wire connection. The program sold the Arlington hotel on a desire for a radio station and he was offered the job of director. He accepted and helped install KTHS in December of 1924. He was there nine years and the station increased in power from 4,500 to 10,000 w.

Offer From Huber

In 1933 P. S. Huber, president of Norfolk Newspapers Inc., owner of WTAR, asked Arnoux to become manager. He is still there and the station has grown from its original 500 w to be one of the country's leading 5,000 w regionals. During the years at WTAR he has installed WRTD Richmond, obtained, built and staffed WPID Petersburg, Va.

Arnoux was elected to the board of the National Assn. of Broadcasters as district director from the fourth district and took office in September last year. He served as chairman of the Music Committee in 1944 and is now liaison member from the board on the Labor and Code Committees.

Campbell served this year as president of the Virginia Club, Norfolk's oldest social club, just completed a term as president of the Norfolk Rotary club, is vice-president of the Tidewater Council of the Boy Scouts, member of the board of directors of the Norfolk Assn. of Commerce, the Boys club, the Norfolk Orchestral Assn. and is active in a long list of other community projects.

Married, Arnoux has two children, Suzanne, 18, studying at William and Mary, and Pat, 17, student at the George School in Pennsylvania. His hobby is his victory gardening and he likes fishing in summer, football in winter and bridge all the year round.

RED CROSS LAUDS HELP FROM RADIO

RADIO contributed time and talent worth $2,358,133 to the 194 Red Cross War Fund campaign ac cording to Chairman Basil O'Con nor, who issued a message of ap preciation to the country's radio stations, networks and sponsors last week.

"The whole-hearted cooperation of broadcasters was an enormous factor in enabling us to put the campaign over the top," said Mr. O'Connor. He said the quota of $200,000,000 was oversubscribed by $19,075,000.

"On Feb. 28 alone, which was 'Red Cross Radio Day', 192 network programs carried Red Cross messages to the ears of the public," Mr. O'Connor pointed out. "During February and March, no less than 560 coast-to-coast programs featured War Fund appeals."

Sufficient appeals were made to reach every listener in the United States 22 times, the Red Cross estimated. "This marks the greatest assistance to a fund-raising campaign that the Red Cross has ever received," the chairman stated. "I want to express my heartiest and most sincere thanks, not only to the OWI and the National Association of Broadcasters, but to all performers, announcers, sponsors and network and station personnel as well. Radio has aided us brilliantly in attaining our goal."

Comptone on 14

COMPTONE Co., New York, enters radio for the first time May 15 as sponsor of Bob Trout on 14 CBS stations Sat. 6:55-7 p.m. for Ocu lens Sunglasses. Stations include WABC WCAO WKBW WCKY WJR KMBC WHAS WCAU WJAS WCED WGAU WGST KNX KQW. Other media include 33 national magazines, trade papers and direct mail. Agency is Byrde, Richard & Pound, New York.

RELIGIOUS TRANSCRIPTION LIBRARY

Designed for *Better Programs*

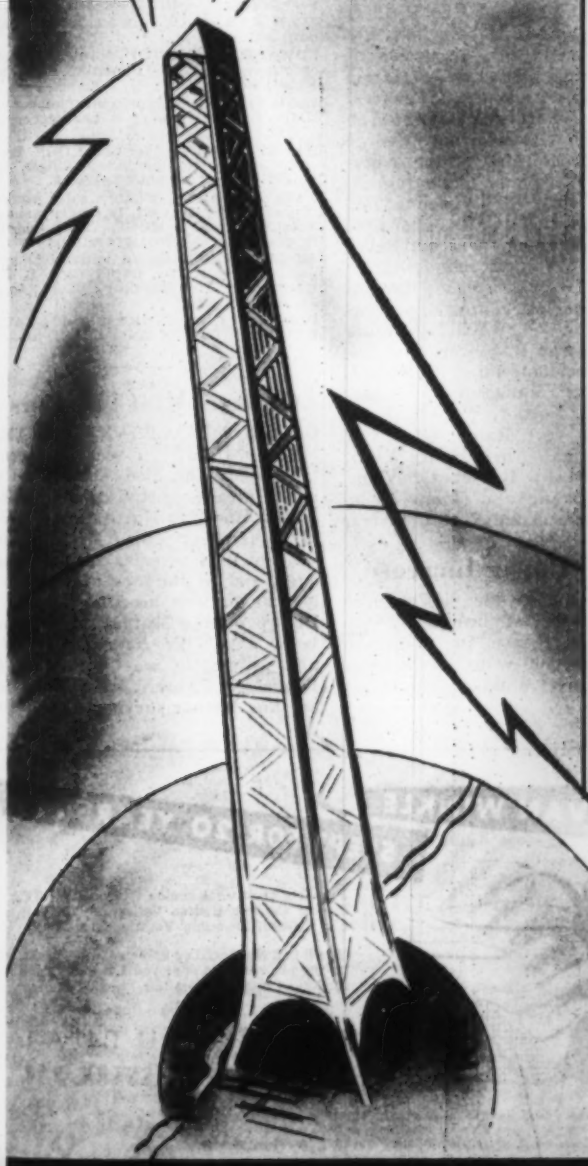
100 NUMBERS IN LIBRARY "A"

WIRE FOR AUDITION DISC
Instrumental, Vocal, All Types
Nationally Known Radio Artists

10 NEW NUMBERS EACH MONTH

CAMPUS CHRISTIANS
427 WEST 5th STREET • LOS ANGELES 13, CALIFORNIA

An Announcement by WMPS MEMPHIS



WMPS, Inc., a wholly owned subsidiary of Plough, Inc., of Memphis, has now assumed active operation of WMPS, following transfer of ownership from the Memphis Broadcasting Company.

The present, aggressive policy of WMPS will be expanded to further serve those who have come to look to this progressive station for results. And the bright days ahead in postwar broadcasting will find WMPS contributing toward constantly increasing listener enjoyment through an outlet embodying newer principles and practices in the world of radio.

For 20 years, WMPS has been a factor in Memphis and Mid-South broadcasting. Now under its new ownership and with the same management, even greater things are in prospect. As material and equipment become available, refinements are planned in both quality and coverage of broadcasting.

WMPS is proud of its affiliation with the rapidly expanding Blue Network of the American Broadcasting Company. Through this network's facilities, as well as through its own local programming, WMPS service to the public will continue to provide radio's outstanding educational and entertainment features.

Reach and sell this responsive, growing audience—in one of the nation's outstanding markets.

H. R. KRELSTEIN,
Vice President and General Manager

WMPS

REPRESENTED BY SPOT SALES INCORPORATED

to sell Durham★ you need station WDNC

★NORTH CAROLINA'S THIRD LARGEST CITY

Represented by Howard H. Wilson Co.

MANAGEMENT

BRIG. GEN. DAVID SARNOFF, RCA president and chairman of the board of NBC, and **NILES TRAMMELL**, NBC president, were principal speakers at the annual dinner of NBC's Ten Year Club, held Thursday at the Waldorf-Astoria, New York. **DR. JAMES ROWLAND ANGELL**, public service counsellor to the network, was toastmaster.

EDGAR KOBAK, MBS president, is the author of "Waging Peace on the Ether Waves", dealing with the peacetime significance of radio, in the May issue of "Free World".

E. E. HILL, managing director of WTAG Worcester, Mass., addressed the Advertising Club of Worcester April 25 on "Plans for Television, FM, and Facsimile". Station was host at the cocktail meeting.

ERNIE THWAITES, manager of KFUN Las Vegas, has been commissioned a second lieutenant in the Civil Air Patrol.

OSCAR F. SOULE, president of WFBL Syracuse, has been named chairman of the Syracuse-Onondaga County Seventh War Loan Drive. This is his third such appointment.

ROLFE BARNES has been appointed assistant manager of CJCA Edmonton, succeeding **F. WALTER BLAKE**, who has been appointed manager of the non-commercial station CKUA Edmonton.

A. L. ASHBY, vice-president and general counsel of NBC, and Mrs. Ashby are grandparents for the second time. Nancy Lee Ashby was born April 30 to Mr. and Mrs. John L. Ashby at Battle Creek Hospital.

BOB McRANEY, general manager of the Mid-South Network and WCBI Columbus, Miss., has been named to the aviation planning committee of the Columbus Chamber of Commerce. He has completed his flight training at Masonic Field, Columbus.

Selvin Joins Majestic

BEN SELVIN of Muzak Corp., New York, in June will join Majestic Records, recording unit of Majestic Radio & Television Corp., New York, as executive assistant to President James Walker until October, when he will take over as general manager and vice-president, succeeding Eli Oberstein, whose contract expires at that time. Mr. Selvin is recording manager of Muzak Corp., a member of the board of directors, and in charge of repertoire and talent for Muzak and Associated Program Service, transcription library service. Mr. Selvin will continue as consultant with Muzak until he joins Majestic fulltime in the fall.

Mr. Selvin

Buys WROX Quarters

MAJ. BIRNEY IMES Jr., owner of WCBI Columbus and WELO Tupelo, Miss., now stationed at Tampa, Fla., in the Air Corps, has purchased a three-story building in Clarksdale, Miss., part of which will house studios and offices of the new Imes station WROX. Col. Birney Imes Sr. is covering the San Francisco Conference for the Mid-South Network and the *Columbus Commercial Dispatch*.

PRINCIPAL SPEAKER at the 49th annual Utica Chamber of Commerce banquet, April 17, CBS Correspondent Ned Calmer chats with his hostess, Mrs. Margaret P. Bowen, owner-operator of WIBX Utica.

FORT INDUSTRY CO. MEETS MAY 10-13

SPRING meeting of the Fort Industry Co.'s officers and managing directors will be held May 10-13 at the Homestead in Hot Springs, Va. Featured will be a discussion of programming, led by J. Harold Ryan, vice-president and general manager of Fort Industry, now on leave as NAB president. George W. Smith, chairman of the executive committee and managing director of WWVA Wheeling, W. Va., will preside at all sessions.

Other discussions will be: Sales, by E. Y. Flanigan, managing director of WSPD Toledo; Promotion, by Charles Smithgall, managing director of WAGA Atlanta. Comdr. George B. Storer, Fort Industry president, plans to attend, along with Managing Directors Stanton P. Kettler, WMMN Fairmont, W. Va.; Ralph G. Elvin, WLOK Lima; Allen Haid, WHIZ Zanesville, O.; Robert G. Venn, WGBS Miami, and John Poole, general counsel for Fort Industry.

KVSO Power Increase

KVSO Ardmore, Okla., has granted a modification of license by the FCC for increase in nighttime power from 100 w to 250 w. Station operates unlimited time on 1240 kc.

COMMERCIAL

GUY E. YELDELL, for 15 years in charge of automotive advertising for the St. Louis Post-Dispatch, has joined the sales staff of KSD St. Louis.

JAMES B. DUNBAR, formerly on the sales staff of WHEB Portsmouth, N. H. is new manager of WHEB's Dover studios. Assisting Mr. Dunbar will be Production Manager **PHIL JOHNSON**, formerly of WHDH Boston, and **PHYLLIS CLARKIN**, copywriter. Studios were formally opened April 30.

JACK KAMSLER, former manager of Joseph Hershey McGillvra Inc., Chicago, station representative, joins KROW Oakland as sales manager.

R. C. O'DONNELL, former Washington Post classified manager, becomes commercial manager of WINX Washington May 14.

DORRIS GARVEY has joined KIRO Seattle as national sales secretary.

CHARLES R. LONSDALE has joined WJW Cleveland as comptroller and office manager.

HERBERT L. KRUEGER, commercial manager of WTAG Worcester, Mass. has been elected president of the Worcester Advertising Club. He has been vice-president during the past year.

JEAN MAY is now traffic chief of WOAI San Antonio.

EDWARD E. LOVETON, former account executive of KOY Phoenix, Ariz., to KMPC Hollywood.

JACK CLARKE, commercial manager of KMO Tacoma, Wash., is the father of a girl.

HARRY AVERILL, former KORN Fremont, Neb., commercial manager, to WJBK Detroit commercial staff.

CARROL MARTS, western sales service supervisor for Mutual, has been named assistant to **ADE HULT**, vice-president in charge of midwest operations.

AL ZIEGLER, salesman and sports announcer for KOTA Rapid City, S. D. reported to Fort Snelling, Minn., April 23, for induction.

HUBERT CUNNINGHAM and **PAUL DAVIS** join WNOX Knoxville, Tenn., as salesmen.

George M. Chambers

GEORGE MAITLAND CHAMBERS, 37, eastern account executive of Mutual, died April 29 of a heart attack in the Orange Memorial Hospital, East Orange, N. J. Mr. Chambers joined MBS in November 1942 as sales service manager, and in January of this year became eastern account executive. Before joining Mutual, Mr. Chambers was with *Barron's Weekly* and previously was with Dun & Bradstreet, New York. His wife, son and mother survive.

RIP VAN WINKLE SLEPT FOR 20 YEARS . . .

Probably because he couldn't tune in WKNY, serving the rich Hudson Valley and the popular Catskill Mountain Vacationland.

You'll find Manager Lou Steketee, wide-awake, on the job, ready to offer you a friendly hand for lots of business from this Friendly Station.

WKNY MUTUAL KINGSTON, N. Y.

For further details on WKNY—write LOU STEKETEE, Kingston, N. Y.
For further details on the other Friendly Group Stations, write
JOHN LAUX, Managing Director "THE FRIENDLY GROUP", STEUBENVILLE, OHIO

WSTV WFPG WJPA WKNY

THE FRIENDLY GROUP

STEUBENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., KINGSTON, N. Y

LONE STAR CHAIN

"Vitamin-izes"

FLOUR SALES

For Southwest Millers

Studio scene of Bewley Mills entertainers. This advertiser has been on L. S. C. consistently over six years.

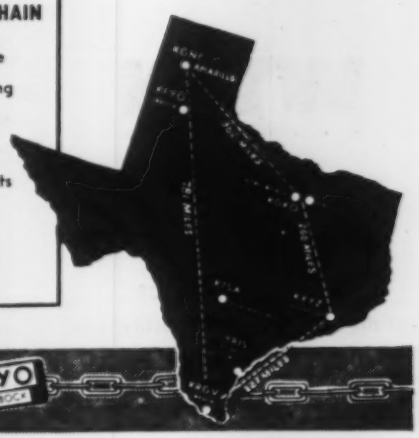
Another of Many Lone Star Chain Success Stories

Study some of the big success stories back of the LONE STAR CHAIN when you want to "lasso" one of the richest and biggest markets in the Southwest. The results are amazing. For example, Bewley is one of fine milling accounts which have used the LONE STAR CHAIN for a long time. As Mr. W. P. Bomar, Vice-President in Charge of Sales, puts it, "LONE STAR CHAIN reaches more of our customers and prospects —dollar for dollar spent—than any other selling force we've tried."

Yes, the LONE STAR CHAIN covers a whoppin' big market. It's a favorite with rural and city folks alike. And, what's vitally important, it costs less per listener when you use the LONE STAR CHAIN!

OTHER PRODUCTS AIRED OVER LONE STAR CHAIN

- Admiration Coffee
- Crustene Shortening
- Gold Chain Flour
- Grand Prize Beer
- Hylo Soap Products
- Justin Boots
- Resistol Hats
- Texaco Products



Taylor Howe Snowden
Radio Sales

THE LONE STAR CHAIN
805-6 TOWER PETROLEUM BLDG., DALLAS, TEXAS
TELEPHONE RIVERSIDE 5663
CLYDE MELVILLE, MANAGING DIRECTOR

KGNC AMARILLO · KGKO DALLAS FORT WORTH · KXYZ HOUSTON · KTSA SAN ANTONIO · KRIS CORPUS CHRISTI · KRGV WESLACO · KFYO LUBBOCK

There's lots doin' in the Afternoon!

That's the theme of this month's exploitation of our own and the BLUE Network* MATINEES!

We're using
√Newspaper ads
√Film-ad trailers
√Outdoor signs
√Direct-by-mail
√Spot Announcements

. . . on account we are out after the 12 M. to 6 P.M. audience too!

We thought you'd be interested.

*Becoming the American Broadcasting Company June 15th.

WTCN . . . 1280 ON YOUR DIAL

MINNEAPOLIS-ST. PAUL
MINNESOTA

THE BLUE NETWORK
of the American Broadcasting Co.

PRODUCTION

PIERRE GARRIGUES, chief of the bureau of special programs for the French Government television station and a representative of Radio Diffusion, was to return to France last week after a visit of several months to study U. S. program and technical operations [BROADCASTING, April 23]. **PIERRE SHAEFFER**, chief of R-D, who arrived with Mr. Garrigues, will remain in this country for several months.

ERIC FIELDS, former program and control staffer for several New England stations, to WBRY Waterbury as announcer.

J. ROY STOCKTON, sports commentator of KSD St. Louis, is author of a book about the rise of the St. Louis Cardinals, "The Gashouse Gang and a Couple of Other Guys". [A. S. Barnes & Co., N. Y.]

JOHN SINCLAIR from KID Idaho Falls to WNOX Knoxville, Tenn., as announcer-operator.

JEAN LALONDE, announcer of CKAC Montreal, has been promoted to chief announcer.

JIMMIE GROHMAN has joined WFPG Atlantic City. **ED HURST**, released from the Navy, has returned to the station.

BOB DEAN, chief announcer of WHB Kansas City, is the father of a boy.

CHARLES BIRD, WKBZ Muskegon, Mich., staff announcer, is now with the Clyde Lucas Band.

HOWARD LUND, disc jockey with WJW Detroit, married Mary Anne Kraus in April.

JANET LOVELACE, formerly with WGR Buffalo, replaces **CLARA JUMPER** who left the station to be married, as assistant to **FRED WILSON**, program director of WIND Chicago.

MAURICE HART, announcer and m.c. of WNEW New York, is in the hospital for a plastic surgery operation.

JOHN KIRKWOOD from KXOK St. Louis, **BEN ORFIELD** from KMOX St. Louis and **GUY SAVAGE**, formerly with WGN Chicago, to WBBM Chicago as announcers.

MARGARET CUTHBERT, NBC director of programs for women and children, has been named to the executive board of the National YMCA as a member of its national public relations committee. She and **HELEN SIOUSSAT**, CBS director of talks, are the only women to serve on the board.

DICK SHYERS, new to radio, to KWG Stockton, Cal., as announcer.

LES ALEXANDER, announcer at WIP Philadelphia, is the father of a boy.

WALTER BREWER, former announcer of KMTR Hollywood, to KFWB Hollywood.

NORMAN M. PAULSON, announcer, from KMA Shenandoah, Ia., to KFNF Shenandoah.

FRED PFAHLER, formerly with WCPO Cincinnati, to WKRC Cincinnati as announcer.

BOB NEAL, formerly with WJIM Lansing, Mich., to WGAR Cleveland, as announcer. **JAMES THOMAS ORGILL** from WFMJ Youngstown to WGAR as script and commercial copy writer.

DEAN TURNER from KFJZ Fort Worth to WOAI San Antonio as announcer.

SGT. EDGAR PARSONS, formerly of WLDS Jacksonville, Ill., has been transferred to Ft. Benning, Ga., where he will assume announcing duties.

BOBBY COOK has returned to the announcing staff of WSAZ Huntington, W. Va., following five months with WLBJ Bowling Green, Ky.

FREDERICK COE, stage director and manager, has been named a production assistant in the NBC television department.

PAUL MILES, formerly with WIBG Philadelphia, to KMOX St. Louis, as announcer.

BLUE-ABC will continue through the summer Saturday afternoon concerts of the newly-formed Blue network symphony under the direction of Sir Thomas Beecham, with guest conductors. Titled "Saturday Symphony", program started as a series of special concerts in April.

LUNCHEON PARTNERS are Bob Richardson (l), public relations director of KWK St. Louis, and Hon. James Twohy of Washington, governor of the Federal Home Loan Bank System. Mr. Richardson's father, Robert Sr., is Federal Home Loan Bank, Des Moines, president.

Join WJEF Staff

MEMBERS of the announcing staff of WJEF Grand Rapids, new John E. Fetzer station which went on the air Feb. 5, include Miles Olsen, chief announcer formerly with WKZO, Fetzer station in Kalamazoo; Clem Harland, Al Hopkins, Lewis Smedes and Phyllis Telder. Continuity editor of WJEF is Richard Kowalkoski. Dr. Willis F. Dunbar is program director of both WJEF and WKZO. Jo Benes has been named chief announcer of WKZO. Lee Carter, formerly of WKMO Kokomo, Ind., is now on the WKZO announcing staff.

NBC Adds Announcers

COMMERCIAL announcers, effective May 1, were added to all news programs broadcast on NBC and its owned and operated stations on which newscasters formerly read commercials as well as the news. Move was a followup to NBC's recent elimination of middle commercials on newscasts.

SPORTS BROADCASTERS Assn. sent a group of entertainers to Chatham Field, Ga., by plane to stage performances for servicemen there, had them back in New York the same night. Stan Lomax, WOR New York and SBA president; Ted Husing, CBS; Andy Lang, Press Assn.; Al Schacht, Lefty Gomez, and Milton Berle were included in the group.

NEWS

LEON GOLDSTEIN, vice-president in charge of publicity and special events of WMCA New York, has arrived overseas, accredited by the U. S. Army to the European area. He was heard for the first time from SHAEF headquarters in Paris last Monday.

SYDNEY MOSELEY, Mutual-WOR commentator, has been elected a governor of the Overseas Press Club.

MAJ. GEN. JAMES E. EDMONDS (retired), WLW Cincinnati military analyst and news commentator, has left for the European theater.

GERALD WEILER, 16-year-old editor of a local high school paper who has covered school sports games on WNYC New York, has joined WHN New York as assistant to **BERT LEE**, sports director.

GEORGE HAMILTON COMBS, WHN New York commentator now overseas, has been mentioned as a possible candidate for the post of district attorney in New York for next fall elections. He is a lawyer and a former congressman from Missouri.

ANN HUNTER, news commentator for WAIT Chicago, was expected to return from the European Theater last week.

GEORGE HUGH KILBRIDE, new to radio, to WGAR, Cleveland news staff.

Gortatowsky Heads

J. D. GORTATOWSKY, general manager of the Hearst newspapers, has been appointed president of King Features Syndicate, International News Service and International News Photos, succeeding Joseph V. Connolly, who died April 18. Other personnel changes, announced by Mr. Gortatowsky, who continues as general manager of the Hearst papers, include appointment of Ward Greene, executive editor of King Features Syndicate, as editor and general manager of KFS. Bradley Kelly, one of Mr. Connolly's assistants, becomes assistant editor and assistant general manager of KFS. Frank J. Nicholl, general sales manager of KFS, was elected a vice-president of the syndicate. Seymour Berkson, managing editor, will be general manager of INS with Barry Farris continuing as INS editor-in-chief.

WILLIAM W. CHAPLIN, NBC war reporter, has been elected president of the Overseas Press Club, succeeding Wythe Williams, now in Washington with the Government. Other club officers are Guy Hickok, Harry Price and Miss Hester Hensell, vice-presidents; Paul Harvey, treasurer; Henry Hall, secretary.

WROK WORKS!

ROCKFORD, ILLINOIS

METROPOLITAN POPULATION NOW 111,000

√ CHECK WITH HEADLEY-REED

1000 Watts BLUE Network

YOU can sponsor one of these great network radio shows—*locally*

You pay only for your own area!

(Broadcast Live)

1—CHARLIE CHAN, that clever Oriental detective, smash hit of films and fiction, is now a radio hit too. The exciting ADVENTURES OF CHARLIE CHAN, broadcast at a popular *evening* time, attracts an ever-increasing family audience.

2—CONSTANCE BENNETT, glamorous movie star, gives warm, informal chats about Hollywood and Broadway—the personalities and fashions she knows so well. This *daytime* program is sure to attract a vast audience of women listeners.

Either of these great shows can be *yours;* can help sell *your* products or services right in *your* territory. Here is how it works . . .

Each program is broadcast LIVE over the coast-to-coast Blue Network, Monday through Friday. Your local station announcer gives *your* commercials during the broadcast—and identifies the great network show as *yours*.

Your sales message will have added appeal—will build more prestige—because it is linked with a big network program. The cost is low because you pay *only your area's share* of the program's national cost. Consult your local Blue Network station or contact the Co-operative Program Department of the American Broadcasting Co., Inc., 33 West 42nd Street, New York, or Merchandise Mart, Chicago.

AMERICAN BROADCASTING COMPANY

The Blue Network

HERE ARE OTHER BLUE NETWORK CO-OPERATIVE PROGRAMS YOU CAN SPONSOR LOCALLY

RAYMOND GRAM SWING: World-famous news analyst, broadcasting direct from Washington. Early evening, Mon.-Fri., 15 minutes.

HEADLINE EDITION: More famous people heard on this news program than on any other radio show. Early evening, Mon.-Fri., 15 minutes.

JOHN B. KENNEDY: Noted writer, newsreel commentator and radio analyst, direct from New York. Early afternoon, Mon.-Fri., 15 minutes.

THE PRIVATE LIVES OF ETHEL AND ALBERT: They live like the rest of us—only funnier! Popular daytime comedy. Broadcasting direct from New York. Monday through Friday, 15 minutes.

CORRESPONDENTS AROUND THE WORLD: Fourteen Blue Network overseas correspondents bring the news right from where it's happening! Mornings, Sun.-Fri., 15 minutes.

BAUKHAGE TALKING: Direct from Washington. Baukhage gets his news from men who make it—the White House, Cabinet, Congress. Midday, Mon.- Fri., 15 minutes.

MARTIN AGRONSKY: Direct from Washington. Famous news analyst who has broadcast from all over the world. Early A.M., Mon.-Sat., 15 min.

KIERNAN'S NEWS CORNER: Walter Kiernan direct from New York. One of the outstanding human-interest reporters of our time. Early evening, Mon.-Fri., 15 min. Available East only.

DICK TRACY. Popular juvenile adventure series. Late afternoon, Monday through Friday, 15 minutes.

BILL HERSON
Every WEEKDAY MORNING
6 to 9 a.m.

first
CHOICE
of
Washington
Agencies!

When local advertisers place one minute announcements Bill Herson's program, 6:00 to 9:00 A.M. every weekday, leads the second station (and personality) by better than two to one.

Local preference makes Herson your No. 1 spot buy.

FIRST in WASHINGTON
WRC
NBC
Represented by NBC SPOT SALES

AGENCIES

GLENHALL TAYLOR, acting head of Young & Rubicam Hollywood radio office, has been appointed associate director of agency's radio division.

G. COLEMAN DAWSON has resigned as radio production chief of Morse International, New York, and leaves the agency May 27. He may continue in the agency field or resume free-lance production and radio acting. **JOHN P. MITCHELL,** with Morse for six months, will handle production work, with **CHESTER SLAYBAUGH** continuing as radio department manager.

W. S. PATJENS, former vice-president and an account executive of Franklin Bruck Adv., New York, has established his own agency at 489 Fifth Ave., New York, and plans to specialize in combined radio and car-card advertising.

GOLDMAN & GROSS, Chicago, has moved to larger quarters at 221 N. LaSalle St., Chicago. Telephone: Dearborn 1380.

FREDERIC KLEIMAN, former production manager and radio director of Henry H. Teplitz Adv., Chicago, has opened an agency under his own name at 105 W. Adams, Chicago. Telephone: Randolph 1169.

McCANN-ERICKSON Inc., New York, foreign department, is offering a course in the Spanish language to all staff members, with **DR. LEONARD LUDWIN,** foreign research director, in charge. **A. N. SARMENTOR,** manager of the two Brazilian offices of McCann-Erickson since 1934, has arrived in New York for a three-month visit at the agency's New York headquarters.

RALPH HARRIS has opened an advertising agency under his own name at 250 Park Ave., New York, with plans to service accounts in radio as well as other media. Mr. Harris is former account executive of Abbott Kimball Co., New York, and previously was with Biow Co., Mears Adv., and Grey Adv.

DONALD B. SAMSON, former managing editor of Forbes magazine, has joined the radio writing staff of N. W. Ayer & Son, New York.

JAMES V. SPADEA, former executive of Kenyon & Eckhardt, New York, previously publisher of You for five years, has established his own advertising agency at 29 E. 64th St. Associated with him are his wife, **JEAN SPADEA,** as art director, and **KATHARINE JOHNSON,** former copy chief of Bonwit Teller, New York.

DOROTHY HOLLINGSWORTH, formerly with Douglas Leigh, outdoor advertising agent, and previously in the radio and research departments of BBDO, New York, has joined the research department of Doherty, Clifford & Shenfield, New York.

J. A. BRIGGS, West Coast manager of Kenyon & Eckhardt, has resigned to become president and general manager of Los Angeles Downtown Shopping News. **JOHN SWALLOW,** agency radio director, now will be in charge of Hollywood office also.

DAVID G. LYON, formerly with Biow Co., New York, joins the Sherman & Marquette New York office as an executive.

BEAUMONT & HOHMAN, Seattle agency, has opened new quarters in the Central Bldg. Telephone: Seneca 0066.

HAL AYRES Jr., Hollywood account executive of The Homer Griffith Co., station representative, has been appointed assistant Hollywood manager.

BEA STEFFY, formerly with advertising department of Western Auto Co., Los Angeles, to Robert F. Dennis Inc., Los Angeles agency, as assistant copywriter. **EILEEN COCHRAN** has been placed in charge of media.

VERN EASTMAN, publicity director of Hixson-O'Donnell Adv., Los Angeles, has been inducted into the Army. **CARL APPONYI,** former advertising manager of Northrop Aircraft Inc., Hawthorne, Cal., has joined the agency.

Devins to Grant

Mr. Devins

J. H. DEVINS, formerly of Bendix Aviation Corp. public relations staff and J. Sterling Getchell Adv., has joined the Detroit staff of Grant Adv., in a public relations capacity, it was announced by Edward R. Grace, Grant vice-president. At one time he was eastern manager of the NBC press department in New York. Mr. Devins has been active in industrial public relations work for 10 years. He was with NBC for eight years.

Rollinson Agency

DUDLEY ROLLINSON has announced opening of an advertising agency, Dudley Rollinson Co., with offices in the Empire State Building, New York. He will also act as professional advertising consultant. Accounts already include Maxson Food Systems, New York; Heston & Anderson, manufacturers of Fairfield, Ia.; and St. Paul Engineering & Mfg. Co. Mr. Rollinson has handled several accounts for CBS, NBC and Blue-ABC networks. He was also director of research for Blackett-Sample-Hummert in Chicago, and account executive for Hixson-O'Donnell in Los Angeles.

RALPH CUSHING, account executive of Presba, Fellers & Presba, Chicago, April 6 married Nida Eldred, now in the WACS stationed at Scott Field, Ill.

BROOKS ELMS, formerly of Foote, Cone & Belding, New York, to J. M. Mathes Inc., New York, as account executive. At FC&B he was assistant to the president and serviced the American Tobacco Co. account, supervising "Hit Parade" on CBS.

WILLIAM H. WOOD, released from the Army and former production manager of Jim Duffy Co., Chicago, has joined BBDO, Los Angeles, as production manager.

CHARLES H. HARRISON has been appointed radio director of Lester Harrison Inc., New York.

FRANK PITTMAN, for more than a year Hollywood producer of Needham, Louis & Brorby, has been appointed manager of agency's Hollywood office and radio director, replacing **CECIL UNDERWOOD,** resigned. Prior to joining Needham, Louis & Brorby, Mr. Pittman was NBC Hollywood producer.

this is
WDOD
the
STATION
IN
Chattanooga
•
CBS
•
5,000 WATTS
DAY AND NIGHT

ACCORDING TO EVERY HOOPER the *outstanding* CHOICE OF CHATTANOOGA LISTENERS

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

"Since Zeke's eight boys got back from the army, he calc'lates t' advertise over WFDF Flint."

Today's BEST BUYS

AUDIENCE TESTED FOR BUSY TIME BUYERS

EAST

WHN—New York
50,000 Watts

DICK GILBERT

5:00-6:00 P.M.
Mon. thru Sat.
The singing disc jockey. Versatile vocalist, master salesman. (You can say that again.) Tuneful, different, gets results!
¼ hour participation.
3 days—$300.00 6 days—$500.00.

WNBH—New Bedford, Mass.
250 Watts—Blue

LOCAL NEWS

8:30-8:45 A.M.—6:15-6:30 P.M.
Mon. thru Sat.
Two good news periods on a station that Hooper shows with a 20% to 125% audience gain in six months! Participation—$4.00 daytime—$8.00 evening.

WATR—Waterbury
1,000 Watts—Blue

"MAT" HURLBURT and AL VESTRO "GAGS and GOONS"

12:00-12:30 P.M. Saturday
This is the station's biggest mail puller. Cost rate card plus $20.00 net for talent.

WJEJ—Hagerstown, Md.
250 Watts—Mutual

SADDLE PALS

11:15-11:45 A.M.—2:15-2:30 P.M.
Mon. thru Sat.
That old time music show that gets mail and sells merchandise.
Participation—
3 per week—$15.98. 6 per week—$30.24.

WRAW—Reading, Pa.
250 Watts—NBC

IT'S IN THE BAG
(Meaning the grocery bag)

10:00—11:00 A.M.
Mon. thru Fri.
Yessir! this one rings cash registers in grocery stores.
Participation—$25.00 per Wk.

WJAS—Pittsburgh
5,000 Watts

LEE KELTON'S ORCHESTRA

5:30—6:00 P.M.
Mon. thru Fri.
A half-hour of appetizing, easy-to-listen to music by one of Pittsburgh's leading orchestras.
Participation—
One minute—$22.50 base rate.

WNAB—Bridgeport
250 Watts—Blue

1450 CLUB

7:00—8:00 A.M.
Mon. thru Sat.
Bridgeport's best bet for breakfast.
Daily participation—$32.40 per week.

WNHC—New Haven
250 Watts

1340 MUSIC ROOM

2:00-4:00 P.M.
Mon. thru Sat.
Two hours of uninterrupted popular music.
Daily participation—$25.00 per week.

WOCB—Cape Cod, Mass.
250 Watts—Blue

WORLD NEWS

7:30 A.M., 12:30 P.M.,
6:00 P.M., 11:00 P.M.
Mon. thru Sat.
Hot from the four corners of the earth by Associated Press Wire.
Spot participation—$18.00 Wk.

WJTN—Jamestown, N. Y.
250 Watts—Blue

MEMORY MATINEE

3:30—3:55 P.M.
Mon. thru Sat.
An ideal time for those old familiar melodies.
Participation—$25.50 Wk.

WEST

KBUR—Burlington, Ia.
250 Watts—Blue

THE BURLINGTON BUGGY RIDE

11:00—11:30 A.M.
Mon. thru Sat.
The program that rides into the hearts and homes of Burlington folks. Participation—$35.00 per week.

WCLO—Janesville, Wisc.
250 Watts—Mutual

THE HOMEMAKERS

9:05—9:30 A.M.
Mon. thru Sat.
AUNT EM has been telling 'em how to keep house for fourteen years and they love it.
Participation—$27.00 Wk.

WDGY—Minneapolis-St. Paul
5,000 Watts

VILLAGE RAMBLERS

11:15—11:30 A.M.
Mon. thru Fri.
Old time music at its best, on the leather-jacket station of the great Northwest.
$160.00 per week, complete.

KMYR—Denver
250 Watts

BEN BEZOFF

6:00 to 6:15 P.M.
Mon. thru Fri.
Denver's most popular commentator. Just returned from a tour of France and England.
Complete at $200 per week.

WIL—St. Louis
250 Watts

THE BREAKFAST CLUB

7:00—8:00 A.M.
Mon. thru Sat.
Twenty years of audience build up plus an easy-to-listen-to M.C. makes this one outstandi .g.
Minutes or ¼ hours at Card Rate.

WDSM—Duluth-Superior
250 Watts—Blue

TWILIGHT TIME

5:15—5:30 P.M.
Mon. thru Fri.
Timely tunes for Twin Port tea time.
Spot Participation—Base Rate $4.00.

KBIZ—Ottumwa, Ia.
250 Watts—Mutual

FARM & HOME PROGRAM

11:30-12:00 Noon
Mon. thru Sat.
A newsy farm program in the State where the tall corn grows.
Daily participation—$19.20 Wk.

KFUN—Las Vegas, N. M.
250 Watts

THE SPANISH HOUR

2:00-3:00 P.M.—7:00-8:00 P.M.
Mon. thru Sat.
Two whole hours of New Mexico's favorite music.
Daily participation—$16.20 Wk.

KFBC—Cheyenne, Wyo.
250 Watts—Blue

PIE & COFFEE TIME

2:30 to 2:45 P.M.
Mon. thru Fri.
A smart emcee and the customers in the popular Shy Ann Cafe makes this a sparkling quarter-hour.
$75.00 per week complete.

PACIFIC COAST

KFWB—Los Angeles
5,000 Watts

MAKE BELIEVE BALLROOM

11:00 A.M. to 2:30 P.M.
Mon. thru Sat.
The original Make Believe Ballroom—12 years on KFWB—lowest cost per listener in Los Angeles.
$50 per ¼ hr.—50 word spots—$12.00.

KJBS—San Francisco
500 Watts

ALARM KLOCK KLUB

6:00 A.M.-8:00 A.M.
Mon. thru Sat.
Surveys prove it's the best dollar buy in the Bay area.
Spot participation—$0.50 base rate.

KFMB—San Diego
250 Watts—Blue

MORNING MELODIES

8:00—8:15 A.M.
Mon. thru Fri.
A good time to catch the whole family.
Participation—Base Rate $9.00.

KTKC—Fresno-Visalia
5,000 Watts—Blue

ALL STAR DANCE PROGRAM

2:45—3:30 P.M.
Mon. thru Fri.
Everybody likes a dance tune. Here's forty-five minutes of it. Participation—Card Rates.

KEVR—Seattle
250 Watts

BREAKFAST PLATTERS

7:00—8:00 A.M.
Mon. thru Sat.
If they want music with breakfast (and they do) this is where they get it.
Participations—$3.25 each.

SOUTH

WHBQ—Memphis
250 Watts—Mutual

JITTERBUG HALL

2:00-2:30 P.M.
Mon. thru Fri.
Seven years at the same time. It's lively—it's musical—it's hot—in fact, it's the highlight of the day down Memphis-way.
Minute participation—$7.50 each, base.

WTAW—College Station, Texas
1,000 Watts—Blue

FARM FAIR

12:30 to 12:45 P.M.
Mon. thru Sat.
The Texas Aggies Station with farm news for Texas Farmers.
Spot Participation—Base Rate $6.40

WTSP—St. Petersburg-Tampa
1,000 Watts—Mutual

WOMEN IN THE NEWS

10:30 to 10:45 A.M.
Mon. thru Sat.
Mostly news about women, of especial interest to women.
Daily participation—$21.00 Wk.

WORD—Spartanburg, S. C.
250 watts—Blue

1400 CLUB

7:30-8:00 P.M.
Mon.-Wed.-Thurs.
Recorded music, plus a smart disc jockey plus a lot of merchandising tie-ups make this an outstanding participator. Card rate.

REPRESENTED BY RAMBEAU

CHICAGO • NEW YORK • HOLLYWOOD

WINN

LOUISVILLE

Basic Blue Network

Represented by
PEGGY STONE, New York
GEORGE ROESLER, Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco

HARRY McTIGUE
General Manager

Rogers, Adams Elected Keystone Vice-Presidents

KEYSTONE Broadcasting System, New York, has announced election of two new vice-presidents, Naylor Rogers, western sales manager in Chicago, and Mort Adams, station relations director, New York. Mr. Rogers a veteran of more than 20 years in radio, was with KNX Los Angeles for 11 years, then at KOY Phoenix, and in 1938, he joined International Radio Sales in Chicago. Founder of the Los Angeles Advertising Club, Mr. Rogers has held his present post for the past three and one-half years.

Mr. Rogers

Mr. Adams, formerly with the *New York World-Telegram* promotion and advertising research department, joined Keystone in 1941. He had previously done research and sales promotion work with a number of large department stores, Gulf Oil and Atlantic Refining Co.

GILBERT GARDNER, former member of the Washington editorial staff of BROADCASTING and previously with the Office of Lend-Lease Adm. and the public relations staff of Time, Life and Fortune, has been appointed manager of the publicity and information department of the Illinois State Chamber of Commerce.

ALLIED ARTS

H. R. S. RECORDINGS, New York, producer of phonograph records, has entered the radio transcription field. First release features Brick Fleagle and orchestra in 12 original numbers, all handled by Broadcast Music Inc. H. R. S. president is **STEVE SMITH**, recording engineer.

PHILIP KRIEGER has joined Radio & Television Service Co., New York, as manager and co-partner, with **ALLEN C. KAYE-MARTIN**, president. Until recently he was a radio engineer with OWI in New York. Known as Ray-Tele, one of the organization's current projects is the building of package shows for New York foreign language stations.

MARY CONWAY has been appointed women's radio editor of British Information Service, succeeding **GENE SAWYER**, resigned. Mrs. Conway was formerly with CBS Chicago and WMCA New York.

KASPER-GORDON Inc., Boston, has acquired exclusive rights for the distribution of "The Theater of Famous Radio Players", half-hour Hollywood produced transcribed series of 26 programs.

JACK DOUGLAS, former assistant director of publicity of USO Camp Shows and head of overseas division publicity, has established a public relations firm at 130 W. 42nd St., New York, in conjunction with two former USO publicity associates, **RUTH CALLAHAN** and **FONTAINE PORTER**.

RAEY E. SETTI, in the publication office of the New York Post, is now serving as manager of stage, screen and radio artists.

GEORGE SILVERS has left Press Assn. where he served as producer-director to join Gale Inc., New York, artist representative and producer, as an associate in the radio department.

RALPH W. HARKER, former assistant to publisher of Sunset Magazine and prior to that advertising manager of Seattle Times, has joined Keystone Broadcasting System Pacific Coast sales, with headquarters in Hollywood.

MARTIN LANGWEILER has resigned from the promotion department of WFIL Philadelphia to join A. J. Wood Research Organization, Philadelphia, May 14.

CLAIR HEYER, radio man on the advertising staff of Armour & Co., Chicago, has announced plans to leave the company to form a service of radio time availabilities.

JOHN P. MYERS Co., 119 E. 57th St., New York, production firm, has reopened after two years during which **JOHN P. MYERS**, president, was in military service. Mr. Myers and his associates, **ALAN TIGNER**, vice-president on leave of absence, and **WILLIAM KAUFMAN**, production chief, are offering for national syndication a packaged series or five broadcasts starring Elissa Landa and titled "Where Ladies Meet".

ADDISON SMITH, former head of the radio department of Frederick Bros., New York, artists representative, will establish his own production firm at 515 Madison Ave. He has become associated with **DAVE ELMAN** in production of "Dame Elman's Auction Gallery", starting May 22 on Mutual.

JERRY DEVINE, writer-director-producer, has established his own firm at 230 Park Ave. under the name Jerry Devine Productions. **LEE MYERS** is associated with him as general manager and publicity head, continuing his own public relations firm. Mr. Devine will drop his assignment towards the end of June on Bristol-Myers "Mr. District Attorney" (Doherty, Clifford & Shenfield) NBC, to devote fulltime to building and handling his own package programs, including Equitable Life Insurance "This Is Your FBI", Blue-ABC.

NEW recording index, listing more than 30,000 titles, has been shipped by Broadcast Music Inc. to member stations. Index supersedes the BMI Consolidated Record list of Jan. 1941 and contains more than three times the material originally classified.

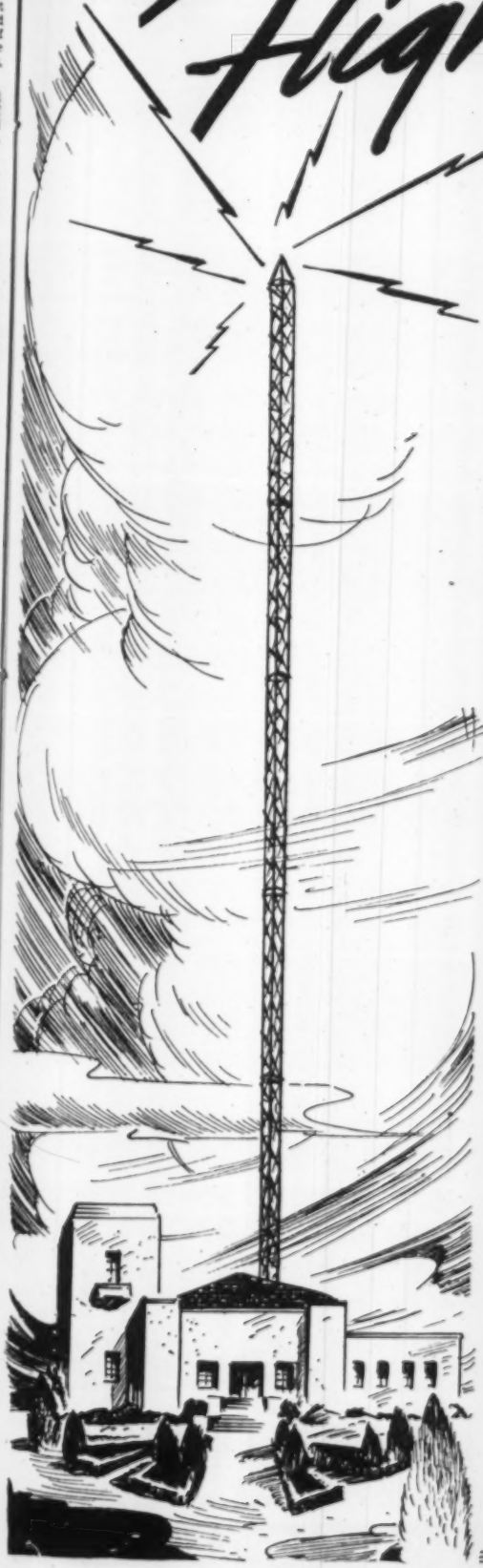
RADIO VERSION of "Abbie and Slats", the comic strip syndicated in U. S. and Canada by United Features, is being prepared by Richman-Sanford Productions, New York.

ELEANORE M. SMITH, owner of Eleanore M. Smith Associated Radio Artists, Chicago, was married to **ALFRED KENDRICKS** of World Broadcasting System in New York on April 20.

RYDER & INGRAM, Oakland, Cal., advertising management and sales development firm, is now located at 1924 Franklin St. Telephone is Templebar 0363.

"THE SELLING POWER IN THE BUYING MARKET"
KWKH
ARKANSAS
SHREVEPORT
TEXAS
LOUISIANA
In the Ark-La-Tex area, KWKH —with its 50,000 watts—is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.
KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.

15 High Powered BIRTHDAYS



On May 10, 1930, a new star became fixed in the constellation of Super-Power Broadcasting Stations. That was the day we joined the distinguished company of 50,000-watt stations. Up until that day only seven had attained the pinnacle of such power and prestige. Not only that . . . we became the premier 50,000-watt station of the Southwest. Our Fifteenth Anniversary of this notable event finds us celebrating with recognition and appreciation of the past and its marked progress and achievements in serving our coverage area. It also serves to make us more cognizant of responsibilities, and is the genesis of a still firmer determination to intensify our range of usefulness and service.

We joined the pioneers in feeling our way along the uncharted skies of Radio by building a 150-watt station in 1922. The call letters, "WFAA," became the now widely-known and popular emblem of "Your Neighbor of the Air," with a signal that heralds distinctive service throughout an ever widening territory—to an ever growing audience. From 150 watts to 500 watts—then 5,000 watts—and in 1930, 50,000 watts! They've been glorious years—years in which ideals of the A. H. Belo Corporation, publisher of *The Dallas Morning News*, and operator of Station WFAA, have been activated by the finest of equipment, facilities, personnel and talent. We would be alien to the spirit of this age of progress without these guiding ideals of service. They've carried us ever forward. They'll continue to do so in the years ahead.

WFAA Dallas

Martin Campbell, *General Manager* Ralph Nimmons and Ray Collins, *Asst. Mgrs.*

NBC and TEXAS QUALITY NETWORK AFFILIATES

820 KC . . . . . 50,000 WATTS

"A NATIONALLY CLEARED CHANNEL STATION"

SPONSORS

JOHN DAVID STORES, New York (men's apparel), has renewed for four weeks Blue-ABC "Letter to Your Servicemen", weekly quarter-hour on WABD New York, Dumont television station. Sponsor, which pays production costs only, also presents the program on WJZ New York, Blue outlet. Agency is Gussow Kahn & Co., New York.

GROTON WATCH Co., Boston, has named Franklin Bruck Adv., New York, as agency and is considering radio.

MARIA KRAMER ENTERPRISES, including the Lincoln and Edison Hotels in New York, and the Roosevelt Hotel in Washington, has appointed Seidel Adv., New York, as agency. Concern sponsors a six-weekly quarter-hour on WINS New York, featuring dance music from the Lincoln, with pick-up from the Roosevelt in Washington.

ARMOUR SOAP Co. (Chiffon Flakes), began sponsorship May 1 for 52 weeks of a spot campaign on WMAQ and WCFL Chicago. Agency is Foote, Cone & Belding, Chicago.

CERTIFIED LABS., Philadelphia (Zenith Medicated skin cream), has appointed Adrian Bauer Adv., Philadelphia to handle a campaign said to include radio.

BOSTON & MAINE RAILROAD will extend its "B. & M. Waker-Upper Show" 7-7:15 a.m. Monday through Saturday to WGAN Portland, Me., May 14. Agency is Harold Cabot & Co., Boston.

CUTTER LABS., San Francisco (veterinary biologicals), has started one-minute transcribed spots on a number of western Canadian stations. Agency is Cockfield Brown & Co., Vancouver.

FREDERICK & NELSON, Seattle department store, is presenting "Northwest Heroes" on KOMO Seattle, Sunday 9:30 p.m., featuring transcribed overseas interviews, dramatization of heroic deeds and other features about servicemen of the area.

DON CIMINO WINE Co., Chicago, has appointed Malcolm Howard Adv., Chicago, to handle advertising. Radio will be used.

GAYLORD CONTAINER Corp., St. Louis, has purchased the KSD St. Louis Sunday afternoon "St. Louis Heroes" program, 3:15-3:30 p.m., for institutional advertising and to promote the Seventh War Loan. No middle commercial is used on program.

BLITZ-WEINHARD Brewing Co., Portland, Ore., is sponsoring quarter-hour Mon. thru Fri. evening "San Francisco Calling" on KGW Portland, featuring highlights and human interest sidelines on the San Francisco Conference.

U. X. MFG. Co., New York, has appointed J. R. Kupsick Inc., New York, to handle advertising of U. X. shaving stick. Spot announcements will be used but stations have not yet been decided.

FORSTER BOWEN, recently resigned from Thomas J. Lipton Inc., is now merchandising director of the American Institute of Food Products, New York. Mr. Bowen will work at acquainting the trade with tie-ups to the following food programs: "Dr. Walter H. Eddy's Food Forum" on WOR New York and the Yankee Network, "For Women Only" WHN New York, and Capt. and Mrs. Tim Healy, scheduled to start on WMCA New York before June 1.

CELEBRATING opening of Blue's Tom Breneman's *Breakfast in Hollywood* are: Mr. Breneman, Lewis Allen Weiss, vice-president, general manager of Don Lee Broadcasting System; Hal Hudson, program director; Charles Morin, sales manager; Harry Witt, assistant general manager; Donald W. Thornburgh, vice-president, all of CBS western division; Clyde Scott, general manager of KECA Los Angeles Blue outlet; Sydney N. Strotz, NBC western division vice-president.

W. N. CONNOLLY, advertising manager, S. C. Johnson & Son, Racine, Wis., has been elected to the board of governors of the Cooperative Analysis of Broadcasting as the fourth advertiser member.

HYDROPONIC CHEMICAL Co., New York (Hyponex Chemical Plant Food), has named Briggs & Varley Inc., New York, as agency. Radio is said to be included in $10,000 campaign.

BLOOMER BREWERY, Bloomer, Wis. (Buckingham Ale), has placed its account with McCord Co., Minneapolis. Radio is said to be included in $30,000 campaign.

LOEW'S Criterion Theater and Universal Pictures Corp. used a three-day spot campaign in New York to herald opening of "Salome". Campaign included use of 150 spots divided among 10 stations: WABC WEAF WJZ WOR WMCA WINS WOV WAAT WNEW WHN. Spot radio is expected to be used in other sections in connection with the picture's local release. Business was placed by Donahue & Coe, New York.

ENCO MFG. Co., Chicago (turret lathes), has appointed Evans Assoc., Chicago, to handle advertising and sales promotion. Radio is considered.

NARRAGANSETT BREWING Co., Cranston, R. I. (Narragansett Ale and Lager), and Atlantic Refining Co., Philadelphia (Atlantic White Flash), have signed with Yankee Network to co-sponsor daily play-by-play broadcasts of American and National League ball games. Tom Hussey, veteran sports announcer, does the broadcast from Braves Field or Fenway Park. Yankee FM stations WMTW Boston and WGTR Boston are included in the hook-up. WNHC New Haven has been added.

OWL DRUG Co., Los Angeles (retail drug chain), on May 4 started weekly transcibed quarter-hour series, "Pleasure Parade", on KFI Los Angeles. Contract for 13 weeks placed thru Ruthrauff & Ryan, Hollywood.

NATIONAL SCHOOLS, Los Angeles (instruction), on April 29 started weekly half-hour "Vets Talk It Over" on KFWB Hollywood. Contract for 26 weeks placed thru Adolph Wenland Adv., Los Angeles.

NEW BUSINESS for KYW Philadelphia includes: Elizabeth Arden, New York (leg makeup), four station breaks weekly for 13 weeks thru Blaker Adv., New York; General Electric Co., Philadelphia (help wanted), two station breaks weekly for two weeks; Goodyear Tire & Rubber Co., Akron (shoe repair), one station break weekly for 52 weeks thru Compton Adv., New York; Lever Bros., Cambridge (Lifebuoy), 10 station breaks weekly) for one month thru Ruthrauff & Ryan, New York; Laco Products, Baltimore (shampoo), five one-minute spots weekly for 52 weeks thru Joseph Katz Co., Baltimore.

STUDIO GIRL SHAMPOO, Los Angeles, in late April started daily spots on KFSD San Diego, Cal. Contract is for 13 weeks. Firm sponsors similar schedule on KIEV Glendale, KFVD Los Angeles, WDSU New Orleans. Robert F. Dennis Inc., Los Angeles, has account.

INDEPENDENT DRUGGISTS of California, San Francisco, on April 30 started five-weekly newscasts on KFOX Long Beach and KFMB San Diego, Cal. Contracts for 52 weeks placed thru Robert F. Dennis Inc., Los Angeles. Firm sponsors similar schedule on KFVD Los Angeles.

BATEMAN EICHLER & Co., Los Angeles (stocks, bonds), in late April started weekly quarter-hour transcribed "Washington Inside Out" on KMPC Hollywood. Contract for 4 weeks placed thru Elwood J. Robinson Adv., Los Angeles.

SERVICE FINANCE Co., Los Angeles (loans), on April 23 added five-weekly quarter-hour transcribed musical program to similar schedule five times per week on KMPC Hollywood. Contract is for 52 weeks. Velma Cloward Adv., Los Angeles, has account.

NORTHROP AIRCRAFT Inc., Hawthorne, Cal., in a 13-week campaign which started in late April, is using participation in "Sunrise Salute" on KNX Los Angeles and in "Rise and Shine" on KHJ Los Angeles. Firm also sponsors daily newscast on KMTR Hollywood and a daily spot announcement schedule on KFAC KFWB KMPC KGFJ. Placement is through J. Walter Thompson Co., Los Angeles.

"Real Romances"

A NEW TRANSCRIBED PROGRAM WITH MASS APPEAL!

52 ¼-Hour Programs Now Available!

A NATURAL for any sponsor interested in reaching the feminine audience—and available to one sponsor in a city on a low-cost syndicated basis.

Each episode is complete in itself . . . dramatizations of stories appearing in REAL ROMANCES MAGAZINE read by more than a million women every month! Plenty of promotional tie-ups, including placards at all newsstands, ad mats, publicity material, transcribed teaser advance spots, etc.

Write or Wire for Audition Samples and Availabilities

TRANSCRIPTION DIVISION

KASPER-GORDON, Incorporated

140 Boylston St., Boston 16, Mass.

One of The Country's Largest Producers of Successful Programs

CRYSTALS

HOLLISTER CRYSTAL CO.

Boulder Colorado

QUARTZ OSCILLATORS SINCE 1927

Never a dull moment on this station!

World Library keeps star talent on the air round-the-clock!

No program let-downs here... the World Library sees to that! Stations subscribing to World's Program Service broadcast sparkling entertainment *right around the clock*—and keep their ratings high.

Brilliant stars... World talent includes some of the biggest names (bands, vocalists, orchestras and novelty groups) in the business—and there are plenty of selections to work with. These artists have big followings—a ready-made radio audience for your advertisers.

Life-like reproduction ... World's famous Vertical-Cut transcriptions were voted by radio engineers in a nation-wide Reuben H. Donnelly Corp. poll *"the highest quality reproduction."*

Latest hits ... tunes that everyone wants to hear *now*. World sends out at least fifty new units each month.

Variety ... The 4000 selections of the basic World Library include material for every type of program.

Smartly-styled shows ... To round out its service, World provides completely-written continuities—78 each week—ready to go on the air as sustaining or sponsored programs. Station managers are enthusiastic about this service ... for instance Station KGY, Olympia, Wash., writes—*"with the World Library, anybody can go out and sell his head off!"*

Why be satisfied with less? ... Join the leading stations (over 300 of them) who enjoy World's service. Get the facts now! Drop a line to World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

WORLD LIBRARY

World Broadcasting System, Inc.

A subsidiary of Decca Records, Inc.

NEW YORK · CHICAGO
HOLLYWOOD · WBS · WASHINGTON

Builds better programs

IN READERSHIP

where only one publication is read!

Among general advertising publications covering the entire field of advertising and marketing...it often happens that advertisers and agencies subscribe for only *one* publication. This, they feel, covers the subject insofar as they are concerned.

Throughout this group which makes a practice of reading only one general advertising publication ... ADVERTISING AGE leads all competitors by a wide margin ... and especially among agencies, where it has more paid subscribers than any other general advertising paper.

Because of its exclusive readership and its widespread influence throughout the advertising world ... broadcasting stations use more advertising in ADVERTISING AGE than in any other general advertising publication.

Advertising Age

The National Newspaper of Marketing

100 E. Ohio St., Chicago 11 • 330 W. 42nd St., New York 18

TECHNICAL

BELL Telephone Labs. is producing a "submersion-proof" lip microphone for use by invasion troops communications units. New mike is equipped with a special gland that will pass air but exclude water and can withstand a submersion cycle of 25 minutes under 10 inches of sea water, followed by baking at 125° F., repeated five times without damage.

AMERICAN Cable & Radio Corp. and its subsidiary companies showed a net income of $2,197,476 for 1944, as compared with a net of $1,957,655 in 1943, according to the company's annual report. Operating revenues increased from $17,047,535 in 1943 to $20,098,680 in 1944. ACRC hold substantially all the stock of All America Cables & Radio, Commercial Cable Co., Mackay Radio & Telegraph Co. and Sociedad Anonima Radio Argentina, companies furnishing international telegraph service by cable or radio.

ERNEST JOSEPH, WJW Cleveland engineer, is to marry Jean Morse June 20.

AUSTIN EBERLE, formerly with the AAF technical command in Chicago, has joined the WJJD Chicago engineering staff.

NORMAN JACOBOWITZ, control operator at WQXR New York, is the father of a boy.

COL. A. R. MARCY, now with the Signal Corps in Hawaii in charge of all communications in the Southwest, is former chief engineer of WFBL Syracuse. He was incorrectly identified with WSYR Syracuse April 23.

ROBERT BACHMAN, CLARENCE POLMANTER and **DON RENNIS** are new members of the engineering staff of WJEF Grand Rapids, Mich.

SHEILA FOUST has been added to the engineering staff of WKZO Kalamazoo, Mich.

A. W. FREESE, vice-president and works manager of the Majestic Radio & Television Corp., Chicago, has been named works manager of the radio plant of the Crosley Corp., Cincinnati.

FRANK W. WARNER, assistant director of purchases, has been named director of purchases, manufacturing division, Crosley Corp. He succeeds **J. E. LAUTSBAUGH,** resigned.

PAUL LINDSAY, WHEB Portsmouth, N. H., chief engineer, is the father of a boy.

Staley Spots

A. E. STALEY MFG. Co., Decatur, began sponsorship May 5 of a weekly announcement for 13 weeks thru Hill Blackett & Co., Chicago, on WLS WIBW KMA KMMJ WDAY KFYR.

Snow in September..

down South...

Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.

CBS **WSPA** SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

Whitmore Ad Manager For Western Electric

WILL WHITMORE, former advertising supervisor of the Western Electric Co., has been made advertising manager succeeding H. W. Forster, deceased.

Mr. Whitmore

Mr. Whitmore has been with the firm since 1929. His articles have appeared in many trade and photographic magazines. For years he specialized in sound films. Early in the 1930's he originated and edited *Pick-Ups,* professional publication circulated by Western Electric to engineers in broadcasting and communications industries.

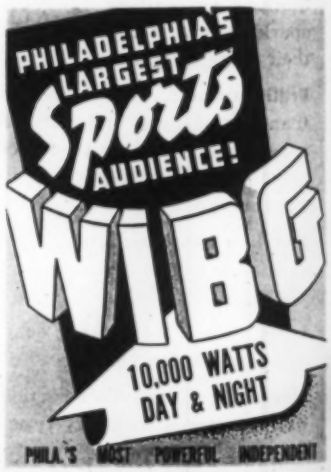
Stromberg Carlson Sales Over 55 Million in 1944

STROMBERG CARLSON Co., Rochester, N. Y., achieved a total of $55,140,243 in sales for the year 1944, compared to $40,946,618 in 1943, according to the annual report released to stockholders. Net profit for the year amounted to $843,607 for 1944, compared with $726,815 for 1943.

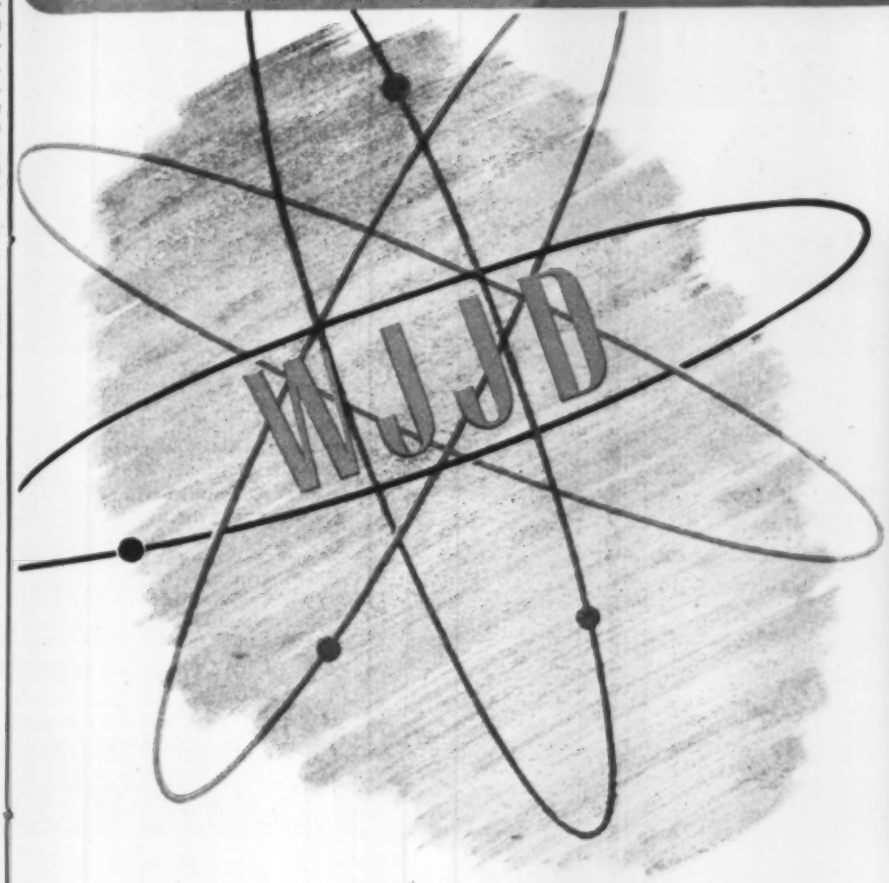
WHAM Rochester, N. Y., S-C's owned and operated station, had its most profitable year in 1944, and at the same time devoted a large amount of time to aid community war activities, without excessive interference with its commercial schedules, the report states.

Special surveys made in 1944 have shown the existence of a large potential market for the postwar products planned by S-C. On the basis of these, plans are being made "for immediate postwar operations well in excess of prewar volume," which will continue through a period of years, according to the report.

IRVING ROSE, president of Revelation Patents Holding Co., New York, has announced his company will license radio set manufacturers to use Synthetic Bass Patents in postwar receivers, intercoms, public address amplifiers and record players.



WJJD CHICAGO'S LARGEST INDEPENDENT STATION



Exclusive Coverage!

The Exclusive WHITE SOX *Baseball Games*

WILL BE BROADCAST BY

JACK BRICKHOUSE

CHICAGO'S ACE SPORTS-ANNOUNCER

EX-MARINE

Jack Brickhouse

This versatile nationally-known sports announcer, has, during his career, broadcast football, boxing, basketball, and the Democratic and Republican Conventions in 1944—a major feat.

Actual play-by-play description of all home and out of town games. • In the 15 minutes before games, Brickhouse interviews members of the White Sox team direct from the diamond.

WJJD, INC.
230 North Michigan Avenue
Chicago 1, Illinois

PAUL H. RAYMER
366 Madison Avenue
New York City

A *Marshall Field* STATION *20,000* WATTS

WJJD

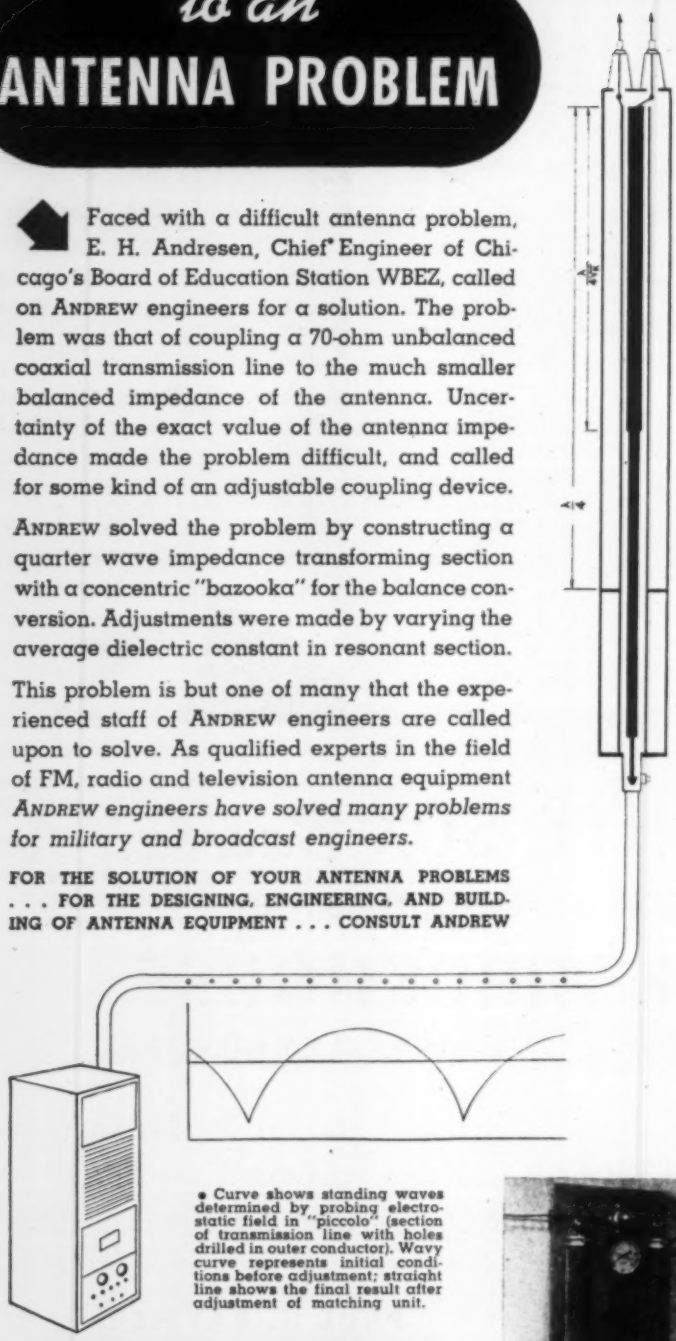
An ANDREW SOLUTION to an ANTENNA PROBLEM

Faced with a difficult antenna problem, E. H. Andresen, Chief Engineer of Chicago's Board of Education Station WBEZ, called on ANDREW engineers for a solution. The problem was that of coupling a 70-ohm unbalanced coaxial transmission line to the much smaller balanced impedance of the antenna. Uncertainty of the exact value of the antenna impedance made the problem difficult, and called for some kind of an adjustable coupling device.

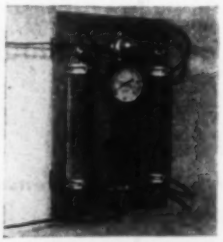
ANDREW solved the problem by constructing a quarter wave impedance transforming section with a concentric "bazooka" for the balance conversion. Adjustments were made by varying the average dielectric constant in resonant section.

This problem is but one of many that the experienced staff of ANDREW engineers are called upon to solve. As qualified experts in the field of FM, radio and television antenna equipment *ANDREW engineers have solved many problems for military and broadcast engineers.*

FOR THE SOLUTION OF YOUR ANTENNA PROBLEMS . . . FOR THE DESIGNING, ENGINEERING, AND BUILDING OF ANTENNA EQUIPMENT . . . CONSULT ANDREW



• Curve shows standing waves determined by probing electrostatic field in "piccolo" (section of transmission line with holes drilled in outer conductor). Wavy curve represents initial conditions before adjustment; straight line shows the final result after adjustment of matching unit.



• Twin-barreled dehydrating unit especially designed for WBEZ by ANDREW engineers. Design permits leaving one cartridge in service while the other cartridge is being recharged.

ANDREW CO.

363 East 75th Street, Chicago 19, Illinois

Separate Offices Opened By Woodward and Keel

SEPARATION of the consulting engineering partnership of Woodward & Keel and separate operation of offices by the two were announced last week. John J. Keel disclosed he will continue in the

Mr. Keel

Mr. Woodward

consulting practice under his own name, retaining the partnership's clientele, and will headquarter in the Earle Bldg., Washington, D. C. (phone: NAtional 6153).

J. D. Woodward will head a new engineering organization under the firm name of J. D. Woodward & Associates, with offices at 507 Water St., Baltimore (phone: Saratoga 8535). Mr. Woodward will specialize in manufacture of radio transmitters and industrial electronic equipment.

RCA Negotiates Wage Contract With NABET

CONTRACT covering wage rates for recording engineers at New York and Chicago studios of RCA Victor division of RCA has been negotiated with NABET, subject to approval of the War Labor Board, Allan T. Powley, president of the union, announced last week. NABET was certified several months ago as bargaining agent for recording engineers, technicians and wax recording disc makers at the RCA studios by the National Labor Relations Board.

Meanwhile, NLRB announced certification of NABET as bargaining representative for engineers and technicians of WSPR Springfield, Mass. The Board conducted an election April 9 to determine whether a majority of the employes desired union affiliation.

Dante Augostine

DANTE AUGOSTINE, 27, technician in the CBS equipment laboratories, where he had been working on special assignment for the Government, was killed April 28 by an electrical charge. CBS executives said that Mr. Augostine, who was alone in the laboratory at the time, had apparently picked up a wire with both hands, completing a circuit of 500 volts through his body. A police emergency squad worked for six hours under the direction of Dr. Joseph J. C. McDonald, CBS emergency physician, in a futile attempt to revive the technician. Mr. Augostine joined CBS March 8, 1943. His wife survives.

THE DETROLA CONFERENCE ROUND TABLE
PLANNING
THE PATTERN OF ELECTRONICS
Creative thinking at Detrola probes the frontiers of electronics—devising the pattern for greater performance—wider range of Detrola-built Television Receivers . . . Radio Receivers . . . and other electronic instruments. And none will excel them in beauty or value.
A REAL AMERICAN KEEPS HIS BONDS
KEEP AN EYE ON
Detrola Radio
DIVISION OF INTERNATIONAL DETROLA CORPORATION
DETROIT 9, MICHIGAN

The End

RESULT

IS THE ONLY ONE
THAT COUNTS IN SOUND

Regardless of high quality pick-up, amplification, radio broadcast or home reception, the end result is the only one that counts in quality sound reproduction. Perfect sound reproduction from 40 to 15,000 cycles plus is the end result of the Duplex Speaker. That's the end result that counts with top sound engineers and discriminating listeners.

SEND FOR BULLETINS

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LANSING CORPORATION

1210 TAFT BUILDING • HOLLYWOOD 28, CALIFORNIA
250 WEST 57 STREET • NEW YORK 19, N. Y.
IN CANADA: NORTHERN ELECTRIC COMPANY

Radio Programs Hindered by 'License Neurosis' of Broadcasters, Says Field

MOST BROADCASTERS exhibit a mental quirk, best labelled a "license neurosis", which constitutes a disturbance to the health of the country's radio programs, in the opinion of Marshall Field, publisher of the *Chicago Sun* and New York's *PM*, and owner of WJJD Chicago and WSAI Cincinnati.

Mr. Field

In a current best-seller, *Freedom is More Than a Word* [U. of Chicago Press, $2.50], Mr. Field devotes a chapter to radio as the important new major media of discussion. He combines with the chapter the importance of public opinion polling.

Radio's plight, Mr. Field relates, crops from the "alleged threat, presumably hanging over each radio station, of the termination of its license by the FCC or other Federal authority." Though the FCC has given every evidence of "a high regard for freedom of speech in radio and has avoided giving any evidence of prior restraint—censorship—upon broadcast material, station policies are formulated as though the Commission's definition of 'public interest, convenience or necessity' were both narrow and dictatorial".

Because of this "license neurosis", the author observes, managers have so avoided controversial program material as to make their offerings "politically insipid rather than as challenging as they should be". Eternal vigilance of radio free speech, he said, is just as important as eternal vigilance of the other freedoms.

Mr. Field contends that the public has a right, and sooner or later will exercise it, to keep radio from "becoming still another means through which it is cajoled and coerced into accepting the ideas of dominant individuals and groups without adequate means for reply and discussion."

Touching upon what has become a current regulatory controversy, Mr. Field argues it is not enough for station operators to talk in terms of the percentage of the entire program time that they devote to non-commercial offerings. He urges a voluntary agreement among networks and stations for assignment of certain choice periods for noncommercial presentations.

While this would represent a temporary cut in revenue and would call for development of better techniques, Mr. Field feels that it would immediately improve the attitudes of important groups toward the social role of stations and would be "a fine investment for the industry from this standpoint".

WELI Assignment

CONSENT has been granted by the FCC to voluntary assignment of license of WELI New Haven from City Broadcasting Corp. to Connecticut Radio Foundation Inc., a newly formed Connecticut corporation owned by the Col. Harry C. Wilder interests, operator of WELI.

BELL TELEPHONE LABS. has developed a "submersion-proof" lip microphone and head set combination especially for use of the armed forces. Manufactured by Western Electric Co., the set is equipped with a gland which will pass air but exclude water. It can be submerged 25 minutes under 10 inches of sea water and has been tested in ovens of 125 degrees Fahrenheit repeated five times without damage to the instrument.

WLAW

SERVING INDUSTRIAL N • E

5000
WATT STATION
680 KC

Serving
New England's
3rd LARGEST
CONCENTRATED
AUDIENCE

WLAW, LAWRENCE
MASSACHUSETTS

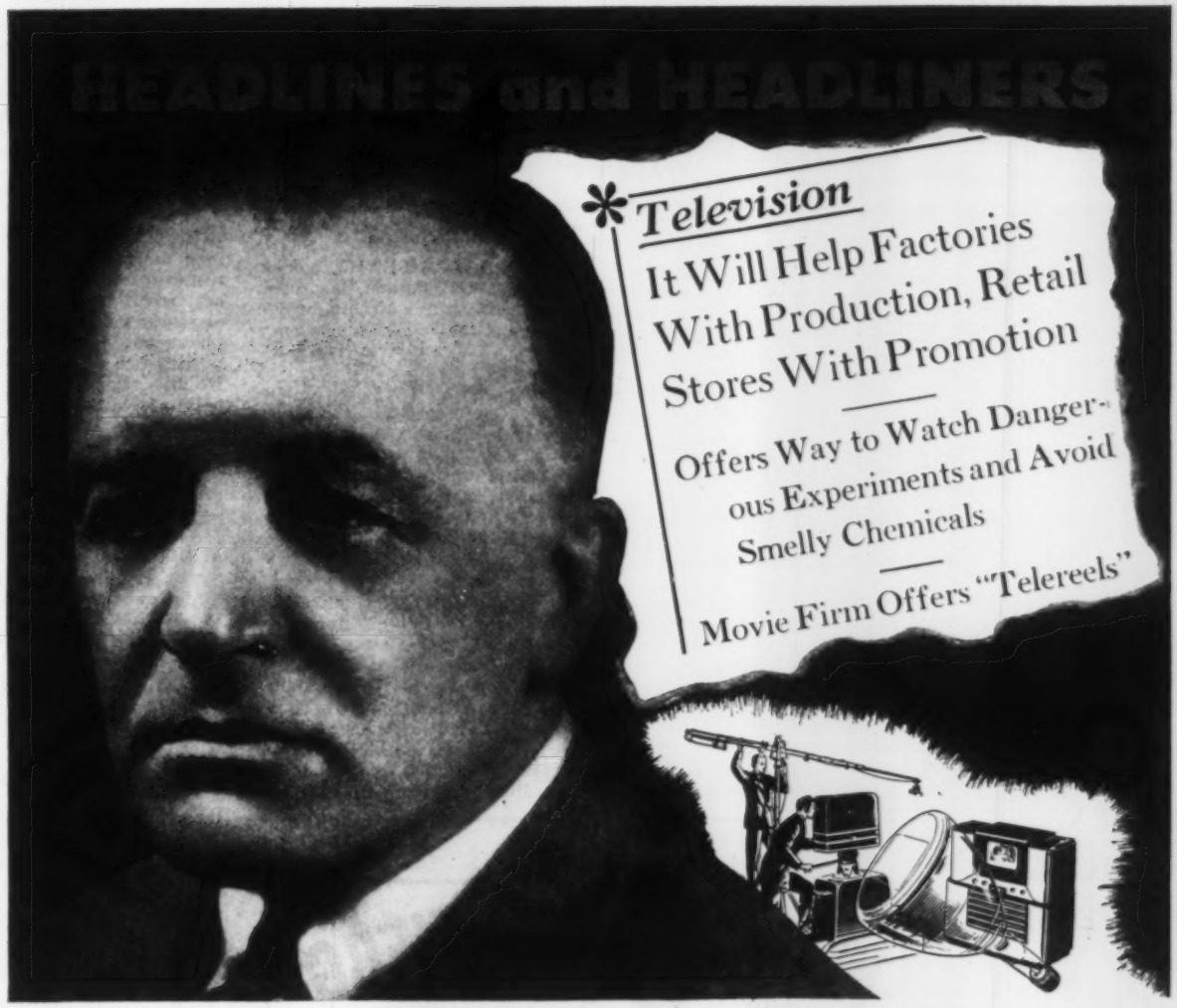
National Representatives:
WEED & CO.

GATEWAY
TO THE
RICH
TENNESSEE
VALLEY

CBS AFFILIATE

WLAC

50,000 WATTS
NASHVILLE


HEADLINES and HEADLINERS
*Television
It Will Help Factories With Production, Retail Stores With Promotion
Offers Way to Watch Dangerous Experiments and Avoid Smelly Chemicals
Movie Firm Offers "Telereels"

"WHATEVER affects the nation's business and industry ultimately affects us in radio and television. That's why I—and many of my associates—read The Wall Street Journal diligently. It can truthfully be said this publication is, to those interested in day-by-day business developments, what 'round-the-clock radio news is to the public. It's a 'must' for radio executives."

JOHN F. ROYAL
Vice President
National Broadcasting Company, Inc.

*Like most important business news, this story appeared first in The Wall Street Journal. That's why this national daily is "must" reading for business men who need to be fully, accurately and quickly informed. And that's what provides such an unusually responsive audience for advertisers.

The **ONLY** *National Business Daily*
Published simultaneously on both coasts

Announcing

the appointment of

MR. GEO. L. KETCHAM

Director of

PUBLICITY
PROMOTION
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for

KTUL

5000 WATTS

in Tulsa, Oklahoma

For 20 years, one of the Southwest's foremost Publicists and Feature Writers

"Another Service for Our Advertisers"

John Esau
General Manager

FREE & PETERS, Inc.
National Representatives

Off-Mike at San Francisco

(Continued from page 18)

the stewardess checked his pulse, looked at the thermometer, declared his temperature normal, then realized her error. Baukhage also had his temperature taken—after he quit laughing.

* * *

PAUL H. APPLEBY, vice-president and general manager of KIRO Seattle, files daily reports on the Conference to his station. Before entering radio he was special advisor to the then Lend-Lease Administrator Stettinius. He authored America's proposals for the United Nations Food & Agriculture Organization.

* * *

ELSA MAXWELL, famed party hostess, is now a fullfledged commentator. She's doing a daily stint on Mutual. To make it official MBS officials turned the tables and threw a "coming out" breakfast for Elsa at the St. Francis.

* * *

TO H. V. KALTENBORN, NBC commentator, the San Francisco session marks two anniversaries—his 25th international conference and seventh anniversary of broadcasting for one sponsor—the Pure Oil Co. He has been on the air 23 years.

* * *

A HOUSEWIFE and mother of twin sons in the service is covering for WEOA Evansville. She is Margaret Rosencranz, who conducts the daily *Inside Evansville*. Also covering for WEOA and WGBF, licensed to Evansville-On-the-Air Inc., is Clarence Leich, station's manager. Mrs. Rosencranz's sons are Lt. Allen Rosencranz, Army medical administration corps stationed in West Virginia, and Lt. Albert Rosencranz, Army Engineers, in the Philippines.

* * *

LESLIE BALOGH BAIN, commentator of WIOD Miami, is protecting his station, the McNaught Syndicate and the James M. Cox newspapers.

* * *

AMONG STATIONS represented at the Conference is KALW San Francisco, noncommercial educational FM outlet licensed to Board of Education, San Francisco Unified District. Staffers include Edgar S. Anderson, Albert Granes, Kathleen Hirschl, James C. Morgan, Ken Neilson.

* * *

ONE OF BUSIEST individuals at Conference is Paul Bolton, news editor of KTBC Austin. He's doing a daily direct broadcast for his own station plus KRLD Dallas, KGKL San Angelo, KBST Big Springs, KRBC Abilene, KRIS Corpus Christi, KPLT Paris and occasionally others. In addition he's filing copy for several Texas newspapers. Before joining KTBC Paul was INS bureau chief in Austin.

* * *

FROM INDIANA comes William Randolph, news editor of WKMO Kokomo, 250-w outlet, who is filing daily copy. He's also cutting records of interviews for broadcast on his station. WKMO is one of few locals so far from West Coast going all-out for Conference coverage on strictly public service basis.

* * *

BOB TROUT, veteran CBS newsman and former Presidential announcer, recalling opening broadcast from his opera-box studio, declared he has been in many "tight" places but nothing to compare to putting the Conference on the air. Despite rigid measures to admit only accredited correspondents to radio boxes, the CBS booth was jammed to overflowing and Bob had to elbow spectators while he spoke into a microphone.

* * *

MAJ. E. Z. JONES, manager of WBBB Burlington, N. C., on Army furlough, is sending daily wire-recorded commentaries and interviews to his station.

* * *

BEN BEZOFF, news chief of KMYR Denver, is filing a daily newscast for nightly broadcast.

* * *

HAROLD SAFFORD, program director of WLS Chicago, finds the wire recorder a handy gadget. He's interviewing delegates on the impact of UNCIO decisions on midwesterners and shipping wire reels airmail to Chicago.

* * *

MBS on May 20 starts another weekly quarter-hour news program based on the Conference, with four-minute commentaries from Paul Schubert in New York and Leo Cherne and William Hillman, both in San Francisco. Program replaces Stanley Dixon, commentator.

* * *

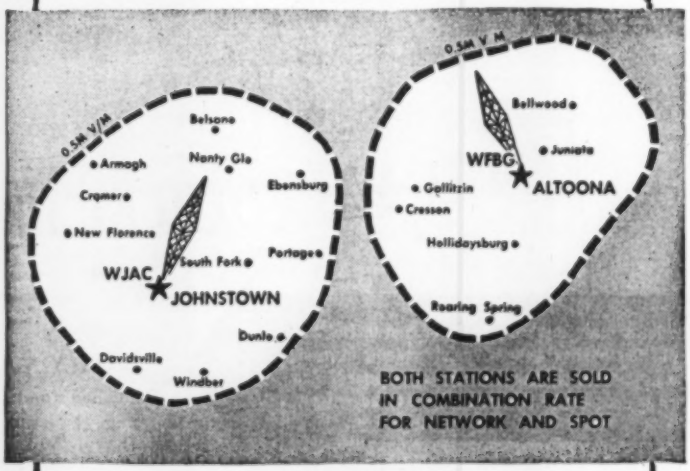
UNITED PRESS Radio News Service is transmitting a daily five-minute commentary written by Robert K. Miller, UP correspondent, for broadcast.

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

50,000 WATTS C B S

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....

WCKY

THE L. B. Wilson STATION

Seein' SPOTS before your eyes..?

In a tight spot because radio spots are so tight?
And the network shows are sold solid?

Mr. — we can get you out of *that* dilemma!

You'll see eye to eye with us on this solution.

Because the people know a good thing when they *see* one.

The show of shows today is motion pictures.

Yes, motion picture advertising is the soundest answer to your promotion problem right now! Just think, you can buy up to 11,000 theaters.

That's tops for licking the scarcity of space that currently exists in other media.

It all happens in one minute — but it opens the door to more new business than you ever dreamed of seeing in one spot.

For there's nothing quite like this unique medium to reach *all* the audience and deliver *all* your sales message. These one minute films dominate the area you wish to cover because they are shown in neighborhood theaters to folks in their very own community.

So how can you miss with such an unusually powerful advertising program?

Movies are so easy to see, so easy to hear. Always with human appeal, these films soften people's hearts, open their purses. No other medium brings the story you have to tell closer home. No other medium *sells* like moving pictures!

You'd expect an advertising effort of this calibre to be expensive! Not on your life! Actually it costs less than ordinary advertising.

Motion Picture Advertising Service and United Film Service handle all production, distribution and billing.

Get full facts NOW — they'll pay you big dividends!

United Film Service, Inc.

2449 Charlotte St.
Kansas City, Mo.

333 N. Michigan Ave.
Chicago, Ill.

4736 17th Ave. So.
Minneapolis, Minn.

11 McLean Ave.
Detroit, Mich.

Motion Picture Advertising Service Co., Inc.

70 E. 45th St., New York, N. Y.
1032 Carondelet St., New Orleans, La.
141 Walton St., Atlanta, Ga.
82 Madison Ave., Memphis, Tenn.
418 Watts Bldg., Birmingham, Ala.
923 15th St., N. W., Washington, D. C.
3 Langdon Sq., Cambridge, Mass.
2339 Bryn Mawr Ave., Philadelphia, Pa.

KANSAS
CITY
IS
A
KOZY
MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in
the Kansas City Area

Ask for Rate Card 3

Richmond, Petersburg, Va. Stations Allowed Under Amended Applications

FINAL ACTION assuring new commercial stations for Richmond and Petersburg, Va., was taken last week by the FCC when construction permits under amended applications were granted Thomas G. Tinsley Jr. and Grace Covenant Presbyterian Church, Richmond, and Southside Virginia Broadcasting Corp., Petersburg.

Under the Richmond grants Mr. Tinsley will operate a new station, WALV, on 1450 kc with 250 w, using facilities of WBBL, licensed to Grace Covenant. The church station will operate limited time Sundays. In both the Richmond and Petersburg grants, the War Production Board notified the FCC that WPB requirements had been met.

Grants were the outgrowth of a policy adopted by the Commission last December, whereby through the "conference" method two new Virginia stations were granted and facilities of three others improved [BROADCASTING, Dec. 25].

Mr. Tinsley, president and directing head of WITH Baltimore, in June 1944 made arrangements to lease for 10 years the equipment of WBBL, a noncommercial religious station, then operating on 1240 kc with 100 w power [BROADCASTING, June 12, 1944]. Under the transaction Mr. Tinsley is to pay $30,000 for the lease-hold, $10,000 the first year and the balance spread over nine years.

On Dec. 19, 1944, following the conference between applicants, John A. Willoughby, assistant chief engineer in charge of broadcasting, and Rosel H. Hyde, then assistant general counsel in charge of broadcasting, the Commission granted Mr. Tinsley a construction permit for a new station (WLAV) in Richmond sharing time with WBBL. At the same time the FCC granted a construction permit to change frequency of WBBL from 1240 kc to 1450 kc, change hours of operation and share time with WALV. Effect of the two grants, according to the Commission's memorandum opinion "was to establish one unlimited time station in Richmond (WALV)".

The Commission's grants last week were subject to the condition that permittees shall, when materials and personnel become available, file applications to complete construction in accordance with FCC rules and regulations. Under the grants WALV will operate full-time except on Sundays between 11 a.m. and 12:15 p.m. and 8-9 p.m., when WBBL will be on the air with religious programs.

The Southside Virginia grant will give Petersburg its first station since WPID suspended more than a year ago. New station will have the call letters WBHD and will operate on 1240 kc with 250 w, unlimited. Licensee corporation is controlled by Louis H. Peterson, president, who owns and operates the Bowman Co., advertising agency, and Jonas Weiland, vice-president, operator of WFTC Kinston, N. C., each holding 48% interest.

Messrs. Peterson and Weiland originally sought the 1490 kc channel with 100 w power, but as a result of the conference they agreed to take 1240 and increase power to 250 w. An original grant was made last December but an amended application was filed in January, following adoption of the supplemental freeze order.

A construction permit also was granted last week to American Colonial Broadcasting Corp. for a new station, WKVM, at Arecibo, Puerto Rico. A conditional grant was issued last December but under the supplemental freeze order of last January an amended application was filed. WPB on April 16 notified the FCC it had approved application for necessary construction for the station. WKVM will operate on 1230 kc with 250 w, unlimited.

IF YOU SELL
SHOES
(OR SHIRTS
OR SHEETS)

ASK YOUR DISTRIBUTOR
ABOUT
KDAL, DULUTH

Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 376,723 people who spend nearly $130,000,000 annually. *You* figure out how many brogues and boots that means!

Thanks to its favorable 610 frequency, KDAL's 1000 watts puts a stronger signal throughout this market than any station, *anywhere*. For instance, an independent coincidental daytime survey made in Virginia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station!

KDAL, Duluth, is the buy for the Head-of-the-Lakes. Don't take our word for it. Ask your local distributor. He *knows*—and ten to one he'll say "KDAL"!

1000 WATTS . 610 KC . CBS
FREE & PETERS, INC., Exclusive Representatives

The COMBINATION to GEORGIA
WGST ATLANTA
WMAZ MACON
WTOC SAVANNAH
AVAILABLE AT COMBINATION RATES
The GEORGIA MAJOR MARKET TRIO
Represented by
THE KATZ AGENCY, Inc.

Radio Activity of U. S. Offices Curtailed Under Budget Cuts

WAR RADIO activities of the Federal Government last week were preparing for the transition to a one-war basis following recommendations by President Truman for reductions of more than $80,000,000 in the budget estimates of eight war agencies.

Most affected by the cut, as far as radio activities are concerned, is the OWI for which the President asked $42,000,000, a reduction of $12,000,000 from the amount the agency had estimated some months ago would be necessary for its operations during the fiscal year beginning next June 30 if both wars continued.

ABSIE to Suspend

OWI said the saving in the proposed budge will be made possible largely because of the ending of psychological warfare against Germany. Shortwave activities from East Coast transmitters to Europe will be simplified and the number of programs relayed via stations in England and North Africa will be cut in half. The OWI's powerful station in Europe, ABSIE, will suspend operations in 90 days.

However, OWI will have important tasks to perform in Europe in the early part of the transition to peace and radio will play an important role in this work. Elmer Davis, OWI director, said that because of destruction of carrier communication and shortage of newsprint radio will be the principal source of news in the conquered countries for some time to come, both to the listener directly and for providing news for the press.

OWI's European job will embrace: (1) Cooperation with the Allies and the Army in control over information media in Germany and inauguration of the long-term re-education campaign, later to be turned over to other agencies; (2) continuation of programs to enlist support of neutral and Allied countries for the war in the Pacific and understanding of America's post-European war aims; (3) counteracting Axis propaganda of the last five years directed against the U. S. in the liberated countries; (4) enlisting cooperation in allied and liberated nations in behalf of transport and supply needs of American forces quartered in these areas.

OWI plans for intensification of psychological warfare in the Pacific include a stepped-up radio offensive from its transmitters in San Francisco, Hawaii, Saipan and other points. In addition to propaganda broadcasts to the heart of Japan, the agency will endeavor to enlist "the greatest possible support" from the Japanese-occupied nations in the Pacific and the Far East.

On the domestic front, OWI plans only a small reduction in operations because of the cessation of the European war. The agency had submitted an estimate calling for an 8% cut for the Domestic Radio Bureau, to be made possible by the elimination of some campaigns and gradual lessening of emphasis on others. On the other hand, radio activities will be intensified to maintain production for the war with Japan, obtain nurses and recruits for the merchant marine.

To obtain vital information needed in connection with its home front campaigns, the Domestic Branch is asking for an appropriation of $128,500 to restore its Division of Surveys which was eliminated by the 78th Congress. The funds requested would go largely for farming out work to commercial agencies to determine reactions of listeners and readers to OWI war messages. Such data is regarded as extremely valuable in overcoming public resistance to campaign appeals.

Other agencies concerned with radio which are affected by the reductions are Office of Censorship, cut 20%; War Production Board, cut 18%; and Office of Scientific Research & Development, cut 14%.

Discontinuance of censorship "in some areas" is given as the explanation for the reductions in OC. The WPB budget anticipates removal of numerous control orders over materials but little change is planned for the Radio & Radar Division because of the continuation of large military requirements for the Pacific war (see page 16). Reductions in OSRD expenditures are accounted for by termination of contracts for research which cannot be completed in time to help the war effort. These include radio and radar projects of a "classified" nature.

LINDLAHR TO BLUE FOR SERUTAN SEEN

SERUTAN Co., Jersey City, before July 1 will move Victor H. Lindlahr from his transcribed spot broadcasts on more than 20 stations to a five-weekly quarter-hour program on a full network, probably Blue-ABC. Commercials will be for both Serutan and Nutrex.

On July 1 Grant Adv., New York, takes over the three-way account, including Serutan, Nutrex and the Journal of Living Publishing Co., New York. Raymond Spector Co., New York, has been handling Serutan. P. Wesley Combs, Grant account executive, said no radio will be used for the Journal account until the paper shortage eases but a radio campaign to double circulation will be started at that time.

Serutan Co. for Nutrex and Serutan will continue two Blue-ABC programs, Drew Pearson, Sun., 7-7:15 p.m. 170 stations and Don Gardiner, Sun. 7:15-7:30 p.m. 165 stations, Mr. Combs said, and will also go ahead with Alexander's *Mediation Court* on 12 Mutual stations, Sun. 8-8:45 p.m.

REFUSAL TO BARGAIN DEFENDED BY WAYS

TURNOVER in its personnel since a majority voted to join the IBEW relieves the obligation to bargain with the union and negates the unfair labor practice charge made against the station, counsel for WAYS Charlotte, N. C., contended last week at oral argument before the National Labor Relations Board. The station is disputing the report of an NLRB trial examiner which recommended that WAYS be required to recognize the union as the representative of its transmitter technicians [BROADCASTING, Dec. 11, Jan. 1].

Whiteford S. Blakeney, WAYS counsel, admitted the station refused to bargain at a time when the union had a majority but argued that the Supreme Court decision in the Franks Bros. case, cited by the examiner, does not apply.

Freeman L. Hurd, representing IBEW, said the right of collective bargaining should not be denied because of the size of the unit. The Board is expected to issue its ruling within the next two weeks.

WHEELER SUGGESTS 'BOTH SIDES' LAW

LEGISLATION compelling radio to present both sides of controversial issues and to restrict Government propaganda on the air was hinted Thursday by Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, during an attack by Sen. Robert A. Taft (R-O.) on the use of radio, newspapers and newsreels for State Dept. "propaganda".

Sen. Taft criticized a broadcast on Mutual April 6, conducted by Bessie Beatty, during which, he charged, Leo Cherne, a MBS commentator, was presented as a "great authority of Bretton Woods".

Sen. Wheeler declared that "constantly propaganda is put on the radio by men whom they claim are experienced in the particular line, whereas, as a matter of fact, if we check up on many of the columnists and others who speak on the radio, we find that they do not know anything about the subject on which they speak, they do not give the facts, and they present only one side of the issue."

Hoekstra Elevated

JERRY HOEKSTRA, war program director of KMOX St. Louis, last week was named assistant to Frank B. Falknor, general manager, replacing Arthur Casey, who resigned to become executive assistant to Merle S. Jones, general manager of WOL Washington [BROADCASTING, April 30]. Mr. Hoekstra joined KMOX-CBS in 1934, established and has directed the KMOX public affairs department.

Mr. Hoekstra

Committees Plan For Clear Agenda

Shepard, Craven Are Chosen As Officers by Regionals

PRELIMINARY preparations for clear-channel hearings before the FCC, beginning Sept. 5 [BROADCASTING, April 30], were made last week in meetings of the Clear Channel Broadcasting Service and the Regional Broadcasters Committee, while Committee 4 on Surveys held its third session.

At the RBC meeting in New York Wednesday John Shepard 3d, Yankee Network board chairman, was elected chairman of the regional group and T. A. M. Craven, vice-president of the Cowles Broadcasting Co., was chosen vice-chairman.

The CCBS, convening Thursday in the Washington offices of Louis G. Caldwell, its counsel, heard from Mr. Caldwell a report on Wednesday's session of Committee 4. Although no formal announcement was made, other than that no decisions were reached, the Committee 4 meeting is said to have adjourned during heated debate as to whether the contemplated rural listening survey [BROADCASTING, April 23] should include families living within clear-channel station primary service areas as well as those living outside primary areas.

Program Questions

Argument arose, too, over a proposed set of questions on programs, which some members felt placed the FCC in the category of inquiring too closely as to type of programs on the air in violation of Sec. 326 of the Communications Act. The Bureau of the Census, Dept. of Commerce, will conduct the survey, which is slated to get under way late this month. Another meeting of Committee 4 will be called just before the survey begins.

Attending the Regional Broadcasters Committee meeting were: Messrs. Shepard and Craven; E. B. Craney, KGIR Butte, Mont.; Walter J. Damm, WTMJ Milwaukee; Hoyt B. Wooten, WREC Memphis; Paul D. P. Spearman, Washington, counsel for RBC.

Attending Thursday's CCBS meeting were: Harry Stone, George Reynolds, WSM Nashville; Lee B. Wailes, J. W. Steen, D. A. Myer, KDKA Pittsburgh; R. Morris Pierce, Leo J. Fitzpatrick, Alf Thomas, WJR Detroit; A. W. Shropshire, WSB Atlanta; William A. Fay, WHAM Rochester; J. O. Maland, Paul A. Loyet, Frank Scott, WHO Des Moines; Duke M. Patrick, WOAI San Antonio; George S. Smith, Philip J. Hennessey Jr., WWL New Orleans (Messrs. Smith & Hennessey also represented WHAM); Dr. Leon Levy, George Lewis, WCAU Philadelphia; Frank P. Schreiber, WGN Chicago; Robert E. Dunville, WLW Cincinnati; Glenn A. D. Snyder, WLS Chicago.

Grabhorn REC Head

MURRAY GRABHORN, Blue-ABC, was elected president of the Radio Executives Club of New York last Thursday. Other officers, announced by former president Warren Jennings, manager of the New York office of WLW Cincinnati, are: Craig Lawrence, WHOM New York, vice-president; Helen Wood, secretary; Claude Barerre, WEAF New York, treasurer. They will be installed May 17. Gene Carr, on leave from WGAR Cleveland to serve as radio section chief for the Seventh War Loan drive, told the meeting the radio schedule calls for an average of four programs or announcements per day.

Murine Spots

MURINE Co., Chicago, began sponsorship April 23 of transcribed spots for 52 weeks thru BBDO, Chicago, on WAKR KGNC KGHL KFYR KIDO WHBC WTMA KFBC WBLK WDAY WGST WTOC WMAZ WHP WSAZ WSLI WSFA WTAR KROW WPTF KOH WGBI KTBS KWTO WTTM KTUC WNAX KGIR KPFA KRBM.

RADIO WRITERS GUILD, New York, has postponed until early in June its national council meeting in Chicago. Chief business will be to adopt a minimum basic agreement for contracts. Minimum payment demand is "far down the list" and may not be included in the first national contract.

Hands-Off Policy On KFI News Plan

FCC Won't Interfere Unless Reporting Is Not Objective

DESPITE protests from the State Assembly of California against the news policy of KFI Los Angeles, the FCC will maintain a "hands-off" attitude unless it should develop that KFI's new policy is "not in accord with the principle of objective presentation of the news", the Commission last week notified the State Assembly.

By a vote of 65-3 the California legislators on April 12 adopted a resolution requesting the FCC to investigate the station's news policy and "any other action which results in the control of news by owners of radio stations". Copies of the resolution were sent to all Members of Congress.

In a letter to Arthur A. Ohnimus, chief clerk of the California State Assembly, the Commission cited Sec. 3(h) of the Communications Act which specifically provides that stations are not common carriers, and Sec. 326 which expressly forbids the Commission to exercise censorship over programs. It was pointed out, however, that the FCC does review overall operations of stations.

"The Commission is fully conversant with the situation and is awaiting developments," said the letter. "Should it develop that KFI's new policy is not in accord with the principle of objective presentation of the news and represents the adoption of a definite editorial policy by the station, a violation of the Mayflower decision would be involved. In such a situation, the Commission could then call upon Station KFI in connection with its application for renewal of license to show why its license should not be withdrawn because of its failure to operate in the public interest."

Effective March 1 KFI banned all local commentators "expressing personal opinions" and confined its newscasts to analyses and objective reporting [BROADCASTING, Feb. 12, 19]. News personnel must be employed by the station and not by individual sponsors.

Add almost any

famous face

. . . and you'll have a familiar picture. In your newspapers and magazines you see leading statesmen of the United Nations, speakers at Red Cross and War Bond rallies, and stars of screen and radio...paired with the Western Electric 639 Microphone.

The much photographed Cardioid—designed by Bell Labs—was a pace setter when it was introduced back in '38. It's still a pace setter in '45.

Though war has interrupted our work for broadcasters, the vast experience it has given us will surely pay dividends in finer microphones for tomorrow.

Western Electric

Western Electric — Distributed by Graybar

Buy War Bonds—and hold them!

WHAM

"YOUR WESTERN NEW YORK SALESMAN"

ROCHESTER, N. Y.

50,000 WATT
CLEAR CHANNEL
1180 ON DIAL

Affiliated with the
NATIONAL BROADCASTING COMPANY

National Sales Representative
GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

One Of America's Finer Stations

IN A CITY WHERE RETAIL SALES AVERAGE $1,835.00 PER CAPITA

WBOC

JOHN W. DOWNING, Pres.
CHARLES J. TRUITT, Mgr.

RADIO PARK • SALISBURY, MD.

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

BMI, Marks Plan To Appeal Decision

ASCAP Wins Pecora Verdict In Membership Withdrawal

BROADCAST MUSIC INC. and Edward B. Marks Music Corp. will appeal decision of the New York Supreme Court which on May 3 ruled that performing rights to songs controlled by ASCAP members remain with the Society even though the copyright holder may withdraw his own membership from the organization. Specifically, the court held that when Marks withdrew from ASCAP at the end of 1940, he could not take with him the performing rights on music written by ASCAP members so long as the writers retain their ASCAP membership.

"Decision will not deprive broadcasters or other users of performing rights to any works which are now being licensed by BMI," Sydney Kaye, BMI vice-president and general counsel, said. "BMI has not included in its catalog compositions which are wholly of ASCAP authorship." BMI, Mr. Kaye said, will continue its licensing agreement with Marks "indefinitely".

Justice Ferdinand Pecora referred to BMI's option with Marks, which expires Dec. 31, 1945, saying, "A declaration by this court conceivably would have the effect of advising BMI whether its exercise of the option would be good business acumen."

Instead of dismissing the BMI-Marks suit against ASCAP, as many had expected, Justice Pecora declared ASCAP sole owner of performing rights to songs composed by its members, and named BMI and Marks guilty of a breach of trust and of contract.

Performing rights to songs controlled jointly by ASCAP members and non-members are non-exclusive property, it was ruled.

Writers of two songs involved in the suit "have abundantly established their right" to regain control of their copyright contracts now held by the Marks company, Justice Pecora declared. Based on that precedent, more than 1,000 songs could be completely withdrawn from the Marks catalog by individual suit of their ASCAP writers, according to BMI counsel.

Justice Pecora denied ASCAP's claim that BMI and Marks had engaged in a fraudulent conspiracy to destroy ASCAP, but his decision went to the Society all the way, including court costs.

BMI comment: "The result of the decision would appear to be that it freezes members of ASCAP in that organization forever."

P&G Spots

PROCTER & Gamble, Cincinnati (Spic and Span), is sponsoring a spot campaign on approximately 34 stations. Contract for 13 weeks was placed by Dancer-Fitzgerald-Sample, Chicago.

Grant Gets Accounts

GRANT ADV., New York, has been appointed to handle radio advertising for two more drug chains. Albright & Wood, Mobile, now using time on WMOB and WALA in that city, and Katz & Besthoff Ltd., New Orleans, now on WDSU there. Greatly enlarged radio schedules are planned for both firms. Gallaher Drug Co., Ohio chain of 43 stores, an account acquired recently by Grant, now sponsors a total of 69 programs a week in Dayton alone. Gallaher now has program on WHIO and WING Dayton and also uses WCMI WHIZ WIZE. For Skillern Drug Co., Dallas, agency is placing 39 quarter-hour programs weekly in that city. Expansion is planned for the day chain in Miami, now on WGBS.

WJHP
Jacksonville, Fla.
To Reach the People of
JACKSONVILLE
Quickly—
Effectively
USE
WJHP
Represented by
JOHN H. PERRY ASSOCIATES

MAKE FRIENDS with Dayton and Miami Valley through

Cultivate the responsive WHIO audience. It's the key to the prosperous Dayton and Miami Valley market. WHIO has more listeners for your sales message than any other local station.

NEWS: UP, INS, PA, plus CBS' Best
BASIC CBS ★ ★ ★ 5000 WATTS

G. P. Hollingbery Co., Representatives
Harry E. Cummings, Southeastern Representative

. . . WHEN YOU GO WEST OF CHICAGO

The latest Hooper listening index (December, 1944 and January, 1945) shows WOC 'way out in front. For example, WOC's morning audience exceeds the combined audiences of all other stations heard, with 53.3!

Mr. Hooper's facts prove the Quad-City market of 218,000 is delivered ONLY by—
WOC
DAVENPORT, IOWA
FREE & PETERS, INC. NAT'L REPRESENTATIVES
BASIC BLUE • 5,000 WATTS • 1420 Kc.

Miss Ninette Joseph
J. D. Tarcher & Co.
New York, N. Y.
Dear Ninette:
Does that old tune "Take me out to the ballgame" do things to you? It sure does to me! Makes me push that old broom around even faster than usual. Not just because it's a snappy tune . . . it is that! But because I'll have more time to sit and kibitz with our sports man Ernie Saunders when he comes around late at night. You see Ernie covered the Eastern training camps early in the Spring and he met and talked to some of those fellows I used to watch from the last row in the bleachers. He tells me how old Jimmy the double-X looks, and what Lippy said . . . of course he told his listeners to the "Frankenberger Sport Page of the Air" all about it when he got back home, but boy oh boy it sure is a thrill for me to hear over and over again about the boys . . . you see, I remember when——

Yrs.,
Algy

PS: If you get to any good games think of me, will you, Ninette?

WCHS
Charleston, W. Va.

KORN KOBBLERS

RADIO'S LONGEST LIST OF SATISFIED SPONSORS

HUDEPOHL BEER . . . WWNC
JAX BEER . . . . . WWL
PROGRESS BEER . . . WKY
STEIN'S BEER . . . WEBR
WHITE SEAL BEER . . . WFDF
WEST VIRGINIA BEER . . . WCHS

(TO BE CONTINUED)

FREDERIC W. ZIV COMPANY
2436 READING ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

Radio Will Keep Bond Drive Score

Daily Check of Dollar-Volume Contributions to Be Kept

BY THE END of the forthcoming $14,000,000,000 Seventh War Loan Drive, broadcast plans for which are now being completed by Treasury and radio, a comprehensive and detailed dollar-volume figure on the contribution to the campaign by broadcasters and advertisers will have been computed.

Not like previous loans, when only a compromise estimate of radio's part could be matched with the item-for-item and by far dollar-wise smaller report of the other media, the Seventh Loan report will be based on daily compilations to be complimented by weekly summaries of both individual station and network activities.

Must File Reports

Success of the plan, originated by Gene Carr, War Finance Division Radio Section chief on loan from the G. A. (Dick) Richards stations, will depend solely upon individual broadcasters who must file reports of their activities on the weekly forms being distributed by the NAB along with explanatory promotion. The charting of the network activities will be done by OWI. Details of the plan are being handled for Treasury by William R. Cline, on leave from WLS Chicago, and Tom Olsen, operator of KGY Olympia, Wash.

The WFD Radio Information Service last week released information to 595 stations on the extensive Army Ground Forces "Here's Your Infantry" demonstration and likewise suggestions to 179 stations about the Army Air Forces "Airborne Attack" demonstration which WLW Cincinnati already has reported it was to cover this past weekend. The Infantry show will be staged in some 600 cities and the AAF show in 54 cities during the Seventh Loan.

To launch the Seventh War Loan Drive starting May 14 each of the four nationwide networks will broadcast a special program 8:30-9 p.m. May 13. Although broadcast simultaneously, programs will be individually produced by each network.

Blue-ABC has selected May 14 as its special day. All sustaining and many commercial programs will be aimed at selling Bonds. Among the day's special broadcasts will be a program from Buffalo, 10-11 p.m., opening the Infantry combat exhibition.

Members Sign

CBS has chosen Flag Day, June 14, as its special day. Mutual has picked "I Am an American Day", June 20, and NBC will specialize on Bond selling on Memorial Day, May 30.

Member firms of the New York Stock Exchange, in conjunction with the parent company, had signed to sponsor the War Bond series *It Happened in 1955* on 40 stations late last week, and returns were still coming in, according to New York office of Gardner Adv.

In addition to WOR New York, previously reported [BROADCASTING, April 23], the station list includes:

WWNC WSB WBAL WBRC WBZ WKBW WSOC WAPO WMAQ WKRC WTAM WHKC WFAA WJR WFBC WTIC KTRH WIRE WJAX KMBC KLRA KHJ WMC KSTP WSM WWL WKY WDBO KYW KDKA WRVA WDBJ WHAM KSD WOAI KGB KPO KDB WGBR WFLA KVOO WRC KFH WSJS.

Ralph Edwards and his NBC *Truth or Consequences* program again are to tour to aid War Bond sales during the Seventh Loan.

Don McNeill's Blue-ABC *Breakfast Club* May 14 originates from Constitution Hall, Washington, 9-10 a.m., inaugurating B (Bond) Day for the nation's retailers and saluting store employes.

Eddie Cantor on his May 9 NBC broadcast, 9-9:30 p.m., offers a musical kickoff to the campaign.

On the local side, WOR New York again is planning War Bond rallies in neighboring communities, 12 slated in all with five children's rallies planned, and WAAT Newark reports plans for a *Salute to Glenn Miller*, a 90-minute program May 10 featuring name-bands and service orchestras to be made available to the New Jersey State Network.

CHURCHILL HEADS RELIGIOUS GROUP

APPROXIMATELY 50 members attended the one-day annual convention of the National Religious Broadcasters Inc. held at the Stevens Hotel May 1. Organization is composed of religious broadcasters representing about 3,000 weekly religious broadcasts throughout the country.

Rev. Churchill

Newly elected officers are Dr. Clinton Churchill, Pastor of Churchill Tabernacle, Buffalo, New York, president; Dr. John Zoller, of America Back to God Broadcasts, Detroit, Mich., vice-president; Rev. Dale Crowley, Washington, D. C., secretary. Following ten directors who will serve for three years were also elected: Dr. Wm. Wary Ayer, New York City; Rev. Myron F. Boyd, Seattle, Washington; Dr. Harvard Ferrin, Providence; Dr. Glenn Tingley, Birmingham, Ala.; Rev. Leroy M. Kopp, Los Angeles; Rev. Eugene Bertermann, St. Louis; Dr. Charles M. Leaming, Waterloo, Ia.; Dr. R. A. Forrest, Toccoa, Ga.; Dr. John E. Brown, Siloam Springs, Ark.; Rev. Earl P. Paulk, Greenville, S. C.

Alabama's Best BUY Far!

WSGN covers more of Alabama than any other station by all accepted standards of measurement! . . . It has the best morning Hooper in Alabama's best market and one of the South's most prosperous areas . . . and it carries seven out of ten top rated daytime programs . . . Remember, too, those BLUE listeners are among the best of spenders . . . These are the reasons why we say WSGN is Alabama's Best BUY Far!

WSGN
THE BIRMINGHAM NEWS-AGE-HERALD STATION
Represented Nationally by Headley Reed Company

Restaurant Radio Curfew Ban Enforced In Pittsburgh Contrary to WMC Rule

RESTAURANTS entitled to remain open after midnight may continue to perform music via radio, juke box or other mechanical devices, provided there is no dancing, according to a ruling by the War Manpower Commission.

The interpretation came to light last week after the Pittsburgh district office of the War Manpower Commission had banned playing of radios in restaurants after midnight, on the ground that it constituted entertainment. The ban was reaffirmed by the Pittsburgh council April 30, according to reports from Pittsburgh broadcasters. The action would mean policing of restaurants in the area, with violations resulting in closing down the establishments for 30 days.

WMC Interpretation

The WMC ruling, issued April 23 and sent to all regional manpower directors, dealt with application of curfew in special cases. The provision relating to restaurants appeared conclusively to outlaw the action taken by the Pittsburgh district. It pointed out that on March 15 WMC headquarters had exempted from the curfew provisions, restaurants which after 12 midnight (1) serve night workers engaged in war or industrial plants or in activities supporting the war effort or providing essential civilian services and (2) which serve food exclusively and provide no entertainment.

The April 23 directive (No. 703, Supplement No. 2, Office of the General Counsel No. 27) follows:

> Several inquiries have been received as to whether restaurants otherwise entitled to that exemption must be held subject to the curfew request if they provide music by mechanical devices such as juke boxes, radios, etc., after twelve o'clock midnight but permit no dancing on the premises. The provision by a restaurant otherwise entitled to the exemption of music through mechanical devices such as juke boxes, radios, etc., after twelve o'clock midnight does not constitute entertainment within the meaning of the Chairman's March 15 wire but if such a restaurant, after 12 o'clock midnight permits dancing on its premises, the dancing and music does constitute a provision of entertainment within the meaning of the Chairman's March 15 wire.

Raleigh Sub

SUMMER replacement for Hildegarde's *Raleigh Room*, NBC, will be Sigmund Romberg with his 45 piece orchestra in a show titled *Evening With Romberg*, starting June 12 for 13 weeks, Tuesdays 9:30-10 p.m. Music will be selected from Romberg scores. Don Gillis will direct, Frank Gallop narrate and Ed Hurlihy announce. Show is handled for sponsor, Brown & Williamson Tobacco Corp. (Raleigh cigarettes), by Russel M. Seeds Co., Chicago.

BLUE–ABC PLANS NAME PROMOTION

PROMOTION and publicity plans for informing the public of the change in network name and increased facilities June 15 was a major topic of discussion at a meeting of the Blue-ABC Stations Planning and Advisory Committee in New York April 30-May 2.

It was "a good meeting but not especially newsworthy", H. Allen Campbell, WXYZ Detroit, chairman, reported Wednesday. Edward J. Noble, board chairman; Chester J. LaRoche, vice-chairman; Mark Woods, president, and other network executives conferred with the station men. All members, representing eight geographical divisions, were present, including: Dist. 1, William A. Riple, WTRY Troy; dist. 2, Mr. Campbell; dist. 3, C. T. Hagman, WTCN Minneapolis; dist. 4, Henry P. Johnston, WSGN Birmingham; dist. 5, Harold Hough, KGKO Ft. Worth; dist. 6, W. Duncan Pyle, KVOD Denver; dist. 7, Louis F. Kroek, KTMS Santa Barbara; dist. 8, W. C. Bochman, WCOS Columbia, S. C.

Tall Corn Net Expands

IOWA Tall Corn Network has added KBIZ Ottumwa and KBUR Burlington to its cooperative selling plan, bringing the total to eight stations. The stations have arranged with George W. Webber of Webber Radio Programs, Des Moines, to manage all area and national selling. Mr. Webber has named William G. Rambeau Co. as national representative with four selling headquarters in Des Moines, Chicago, New York and Los Angeles.

General Mills Plans

GENERAL MILLS, Minneapolis, on July 2 places *Hymns of All Churches* four days weekly and *Betty Crocker* once weekly in the 10:30-10:45 a.m. (EWT) strip recently purchased on the full Blue-ABC [BROADCASTING, April 30]. Both shows will be continued on 38 NBC stations, 2:45-3 p.m. (EWT). New 52-week contract placed by Dancer - Fitzgerald - Sample, Chicago.

Chicago Club Elects

OPEN discussion on the double chain break and election of trustees took place at meeting of the Chicago Radio Management Club May 2. Trustees elected for a three-month term were: Jack North, Aubrey Moore & Wallace; Russ Tolg, BBDO; Bill McGuineas, WGN; Mark Smith, Presba, Fellers & Presba.

SUN Radio & Supply Co., Washington, D. C., has stipulated with the Federal Trade Commission that it will stop representing that any radio set it sells contains a designated number of tubes when one or more of the tubes referred to is not used for detection, amplification and reception of signals.

POSITIVELY NO GRAVY WITH RABBIT HASH (Ky.)!

What's all the stew about getting coverage in a lot of little Kentucky towns where the bunnies probably outnumber the people? Sure, WAVE offers a rich menu in Kentucky, but it doesn't include Rabbit Hash, Turkey Foot or Persimmon. Our "bargain special for today" and every day is the sizzling Louisville Trading Area which does more business and has more money than all the rest of the State put together. And that's no hassenpfeffer! Look up the statistics!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC. National Representatives

Meet MARY MORGAN

—Local Gal Makes Good in a Big Way!

● For Crowley's (big Detroit Dept. Store) Mary's "Beauty and Fashion Hints" daily at 10:30 a.m., plays to a packed audience. Then, for Helena Rubinstein, her "Hollywood News" (with many guestar Hollywood notables), keeps Detroit ladies glued to their radios daily at 10:50 to 11:00 a.m. and sends listeners merrily off to pay cash for things on dealers' shelves. Proof that clocked programming (the CKLW kind) pays off! IN THE DETROIT AREA.

J. E. Campeau, Managing Director
Union Guardian Bldg., Detroit 26.

Adam J. Young, Jr., Inc., National Representative

CKLW

5,000 WATTS DAY and NIGHT 800 Kc.

MUTUAL BROADCASTING SYSTEM

Changes in Censorship Code

(*Continued from page 15*)

make any practical use of such a device to consult his principals.

This would indicate that Mr. Price, if his reasoning pursues this line, and if his information does not augur against such a policy, would follow the common sense procedure which has distinguished his administration and cut out all unnecessary verbiage in the Code.

Brief Relaxation

A similar deduction might be made in the case of quiz programs, and in this category would fall the man-in-the-street production which practically has been outlawed since the outset of hostilities. There are many broadcasters who believe that the removal of the man-in-the-street type of program from the air was a great blessing to better programming. There are those among America's listeners who doubtless do not agree. Mr. Price has acknowledged frequently that this was one of the most difficult sections of the broadcast Code to enforce in the early days of Censorship.

However, it has been true since early 1942 that no man-in-the-street broadcast on a regular basis could be heard over any American radio station, except in violation of the request of the Office of Censorship. It is being recalled that at the time of President Roosevelt's death this clause was relaxed temporarily to permit various networks and stations an opportunity to interview, in areas where the microphone would be exposed to background sounds, individuals whose identities were not necessarily known to the broadcasters. This was the first general relaxation of the clause.

These two developments, it would seem, indicate that the Office of Censorship does not view with great alarm any potential perils which might exist in such informal programs.

The third section of the Code for American Broadcasters deals exclusively with foreign language broadcasts and asks stations transmitting programs in languages other than English to prepare such productions in script form and to check them on the air against such scripts. It is evident here that, by voluntary process, Mr. Price was attempting to place adequate controls on those stations which were dealing heterogeneously in many languages. It is equally obvious that such safeguards were necessary at the time that Germany and Italy were threatening military powers.

There are, it is estimated, about two dozen odd languages and dialects other than English spoken over American broadcasting stations. None of these, according to recent surveys, is in any way even remotely connected with the Japanese language. With V-E Day, the only language of the enemy is Japanese, since Japan is the only enemy that remains. One would presume, then, that foreign language broadcasters might, under a revision of the Code after V-E Day, be permitted to broadcast with the same normal controls which would be asked by the Office of Censorship of English language stations.

Foresight in News

If it should be the purpose of the Office of Censorship to eliminate, therefore, the last two sections of the Code, the remaining material in the Code, which deals with news broadcasts and commentaries, would be all that remained subject to modification. In the news field which is his specialty, Mr. Price has shown considerable foresight and good sense in eliminating all sections of the Code which became useless by virtue of the war's progress. In the news section, most broadcasters expect that the ship's clause governing convoys, merchant vessels, transports, neutral vessels, etc. would remain in force, for the post V-E Day convoying project will be the greatest in the history of the war to date. Troops and materiel will be moving from Europe to the Pacific, it is presumed, and much materiel and many men will be shipping directly from the United States to the South Pacific. Necessity for surrounding these movements with secrecy is obvious.

Provisions about accredited military and naval correspondents probably will continue in force. There might be some modification of the language now contained in the Military Intelligence clause and doubtless virtual elimination of any provisions governing attack by land or air on the Continental U. S., which is, although not beyond possibility, certainly improbable.

Doubtless after adequate troops and materiel to meet requirements have been shuttled to that war theater, the censorship job which the broadcaster has been doing voluntarily for so many months will become even less a burden. This war theater is removed from the shores of any of the United Nations by such great distance that internal intelligence from the U. S. could not conceivably be of great value to the enemy in thwarting our offenses.

Generally it is agreed among broadcasters that the job which Byron Price has done at Censorship deserves highest commendation. Mr. Price, on the other hand, has expressed frequently his gratification to broadcasters for their wholehearted cooperation. Should none of these changes be made after V-E Day, and should Mr. Price find it expedient to continue the Code as written in full force, doubtless broadcasters would back him up even though they did so with misgivings.

BMB Membership Now 512 Stations

WITH A MEMBERSHIP of 512 stations and subscriptions totaling $783,000, the Broadcast Measurement Bureau Board last week appointed Ernst & Ernst, New York accountants, as auditors and approved as an immediate project preparation of a booklet describing BMB operations.

Meeting in New York Thursday, the Board disclosed that appointment of a research director may be expected in the near future. Several suggestions for changing methods of collecting and appraising data were referred to the executive and research committees for recommendations.

Handbook Planned

REVISED NAB Engineering Handbook, delayed by anticipated war developments, allocation changes and new standards, was discussed at recent New York meeting of the NAB Executive Engineering Committee. The Committed decided: 1. To make book a practical technical guide for operating engineers. 2. The preface should recommend engineer's technical books. 3. Book will be loose leaf. 4. Edition will include original material from radio sources. 5. Committee will serve as editors. 6. Book will include some data on studio acoustics but illustrations of typical buildings will be reserved for later publication. 7. Portions of the FCC Standards of Good Engineering Practice and Rules and Regulations will be retained in new book.

GENERAL MILLS' two adjacent serials on NBC "Today's Children" and "Woman in White", were combined last Friday into a half-hour broadcast dramatizing rehabilitation of wounded servicemen. Presented in cooperation with the Office of War Information, the show, written by a blind veteran, used no commercials.

CBS Board of Directors, meeting last Wednesday, declared a cash dividend of 40c per share on present Class A and Class B stock of $2.50 par value. Dividend is payable June 1, to stockholders of record at close of business of May 18 of this year.

The news is going around—
Buy KQV in Pittsburgh!

Allegheny Broadcasting Corp.
National Representatives: SPOT SALES, INC.

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM
HOW HIGH IS HIGH?
See Sales Management's Survey of Buying Power—May 15th—for the amazing figures on Hartford's Effective Buying Income per family in 1944.
CBS

Radio to Sound

(Continued from page 17)

ment through various channels. The people want to know, and we want them to know. But we must be on our guard against building up false hopes for the immediate future.

The more fully the listening audience comprehends what we propose to do and why it is necessary to do it, the more certain we are to have the continued and enthusiastic support that is essential to maximum prosecution of the war.

Up to Radio

You in radio have been real partners in this war. You have contributed your sons and daughters, your employes, your dollars and your energies. You have provided time and talent for a host of new war missions. Let me assure you that in explaining the redeployment problem of the Army through every effective means at your command, you indeed are profoundly serving the public necessity—and certainly you are catering to the public interest and welfare of the nation.

The slogan is: "Two down and one to go."

The Mission is: "Get the Jap and get it over."

Let the mighty voice of American radio sound the final battle cry!

Russell Joins Probers

THREE INVESTIGATORS, including Louis J. Russell, formerly of the House Select Committee to Investigate the FCC and a veteran FBI agent, last week were appointed by the House Committee on Un-American Activities, of which Rep. Edward J. Hart (D-N.J.) is chairman. Mr. Hart was a member of the FCC investigating committee. The other two investigators are Chester J. Nickalas, Pittsburgh attorney, and George V. McDavitt, Livingston, N. J., chief of OPA enforcement in Newark. They will serve under Ernest Adamson, general counsel. William V. O'Sullivan, Lawrence, Mass., has been named committee clerk succeeding James Lanzetti, who resigned last month.

Congress Breakfasts

PRESENTING the "human side of Congress", *Coffee With Congress*, weekly feature of Bill Herson's *Timekeeper* show on WRC Washington, was started Saturday with a breakfast table interview at the home of Sen. McKellar (D-Tenn.), president pro tem of the Senate. Members of both houses will be interviewed on later broadcasts. Only stipulation of the show is no politics.

TO BLUE-ABC stations carrying Baukhage's news commentaries, the network's cooperative program department is offering listeners a 10-minute recording of his report on the Hyde Park funeral ceremonies for Franklin D. Roosevelt. Stations may offer the discs to listeners for $1.50. Co-op department is also offering a reprint of Raymond Swing's tribute to the President, broadcast the night of his death.

City College to Sponsor Radio, Business Meeting

FIRST RADIO and business conference of the City College School of Business and Civic Administration will be held May 22, 23 at 17 Lexington Ave., New York City. The meeting is "keyed to advancing business through radio" according to an announcement of Dr. Robert A. Love, director.

The conference will consist of four sessions dealing with current problems in radio, advertising and research. Moderators will be Archibald Crossley, president, Crossley Inc.; C. G. Mortimer, vice-president, General Foods Corp.; Earl Bunting, president, O'Sullivan Rubber Co., and Ira A. Hirschmann, vice-president, Television Inc.

Principal speakers include: Clarence L. Menser, vice-president in charge of programs, NBC; Robert T. Colwell, J. Walter Thompson Co.; Frank Stanton, vice-president, CBS; S. E. Gill, director of research for Biow Co. and president of Radio Research Council; Lewis Avery, director of Broadcast Advertising, NAB; Lyndon C. Brown, of Stewart, Brown and Assoc.

Radio Show Audiences Analyzed by City Sizes

BREAKDOWN of individual program ratings by city-size groups is published for the first time by the Cooperative Analysis of Broadcasting in its "Comprehensive Analysis of Radio Program Audiences" for the summer of 1944.

Adventures of Sherlock Holmes had its largest share-of-audiences in the largest cities, while *Adventures of Nero Wolfe* fared best in the smallest-size city group. *March of Time*, rated highest in cities of 1,000,000 and over, *News of the World* rated highest in the smallest city-size group, and Lowell Thomas did best in the cities between 100,000 and 1,000,000. So-called intelligentsia-appeal programs such as *Information Please* and *Words at War* got their highest ratings in the smallest cities, and the same was true of the supposedly ultra-sophisticated *Chamber Music Society of Lower Basin Street*.

U. S. Rubber Video

U. S. RUBBER Co., New York, on May 6 started a half-hour television series scheduled to run 52 weeks on WABD-DuMont New York. Charles J. Durban, assistant advertising director of U. S. Rubber Co., said the programs will show motion pictures based on the war and industry, with a section of the time being devoted to live demonstration showing company war contributions. John Hewlett will write scripts. Agency is Campbell-Ewald Co., New York.

ATLAS Brewing Co., Chicago, is sponsoring "Atlas Prager Sports Special", featuring Studs Terkel Monday through Friday 5:30-5:45 p.m. (CWT) on WMAQ Chicago. Contract runs for 26 weeks. Olian Adv., Chicago, is agency.

14,400

GROCERY STORES . . .

. . . Where the cash registers ring up over $324,171,000 in just one year. That's the picture of the grocery business in the WGY COMMUNITY*— created as it is by WGY in central and eastern New York and western New England where 1,045,717 radio families keep their sets tuned to WGY more than to any other station in the area.

And WGY is the ONLY medium you can use to combine this valuable market into ONE coverage area.

*WGY's primary and secondary areas contain 18 cities of over 25,000 population; 39 cities of over 10,000 and 40 incorporated towns and villages of over 5000 population.

WGY

Schenectady, N. Y.

50,000 watts—23 years of service—NBC
Represented Nationally by NBC Spot Sales

GENERAL ELECTRIC

WGY-228

The
WSLB
(Mutual)
Farmer Milks:—
250,000
Cows
Twice Daily Pulling:—
$30,000,000.00
Annually
His Cash Pay is:—
$2,500,000.00
Monthly
The WSLB Farmer Has Money To Spend Every Month Not
ONCE-A-YEAR
The Walker Co.—Representatives
Ogdensburg, N. Y.

HORACE N. STOVIN
AND COMPANY
•
RADIO
STATION
REPRESENTATIVES
•
offices
MONTREAL • WINNIPEG
TORONTO

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .
CHNS
Halifax, Nova Scotia
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

Highlights of Radio in War

(Continued from page 17)

advisor to Secretary of War. (Subsequently Mr. Kirby was commissioned a lieutenant colonel — now colonel — in charge of the newly created radio branch of Army Public Relations).

Nov. 15—With more and more station time devoted to impending war effort, broadcasters clamor for central clearing house for coordination of Government radio activities.

Dec. 8—First radio casualty of war is Fred Bate, manager of NBC's London staff, injured in terrific German bombing attack on British capital Dec. 8 and 9. Bombing also damages offices of NBC and CBS.

1941

Jan. 1—War comes appallingly close to radio as Nazi bombings of Broadcasting House in London kill seven persons all employes of BBC. Example of radio's "show must go on" stoicism demonstrated as BBC newscaster carries on his commentary with hardly a break, not evening mentioning the direct hit and not deviating from prepared script.

April 21—Initial plans for voluntary censorship are evolved as war draws closer to United States. List of "defense precautions" published by BROADCASTING after survey of highest Government officials on what radio should and should not do in protecting neutrality.

May 5—Imminent war pinch affects radio as transmitter and tube priorities cause concern among manufacturers and broadcasters. Tightening up develops following stepped-up production of defense materials and lend-lease.

May 27—Declaration by President Roosevelt of "unlimited national emergency" because of war situation has no immediate effect on radio but broadcasters gird themselves for equipment curtailments and increased Government program loads.

June 17—Emphasis on psychological warfare via international broadcasting developing with a Reconstruction Finance Corp. loan to World Wide Broadcasting Corp., of Boston, for expansion of shortwave operations. (This was first step in general expansion of shortwave transmission and of Government operation.)

June 21—Germany's unexpected declaration of war on Russia puts radio on emergency news basis. Coming late at night, news staffs of the networks report for duty at odd hours attired in everything from pajamas to evening clothes.

Aug. 18—Radio warms up for war coverage by assigning key reporters to biggest peacetime maneuvers in history, involving U. S. 2nd and 3rd Armies in Louisiana Sept. 15-30.

Dec. 7—Pearl Harbor attack announced in stillness of Sunday afternoon plunges United States into world war and radio into round-the-clock coverage. Rehearsing in crisis coverage gained through nerve-wracking days of Austrian Anschluss, Munich and the Nazi march into Poland permit radio to slip easily into wartime operation.

Dec. 7—Shortwave stations go on 24-hour schedules beaming news reports to Europe and Latin America as they pour in from fighting fronts.

Dec. 9—President Roosevelt, one day following declaration of war, in epoch-making speech, advises all newspapers and radio stations that they have a "most grave responsibility to the nation now and for the duration of this war." He warns against use of "unconfirmed reports in such a way as to make people believe they are gospel truth."

Dec. 10—President Roosevelt issues executive order transferring to Defense Communications Board (which became Board of War Communications) functions vested in him under Section 606 of Federal Communications Act, dealing with control and operation of communications.

Dec. 15—In keeping with plans worked out by Defense Communications Board, military police are assigned to guard transmitters of important stations. Station managements also authorized to maintain small arms as protection against possible sabotage.

Dec. 16—Byron Price, executive editor of Associated Press, named Director of Censorship.

Dec. 19—Trade groups in radio form "War Broadcasting Council" made up of heads of trade associations, with George B. Storer, Fort Industry Co. head, as first chairman.

Dec. 22—First radio casualty in world war is Ensign Thomas A. McClelland, on leave as chief engineer of KLZ Denver, killed in action Dec. 7 during Jap attack on Pearl Harbor.

Dec. 22—U. S. Weather Bureau advises all stations of restrictions on weather broadcasts necessitated by war. Weather reports as such banned because of possible imparting of information to enemy.

Dec. 26—J. Harold Ryan, vice-president and general manager of Fort Industry Co., appointed Assistant Director of Censorship in charge of broadcasting.

Dec. 29—Office of Facts & Figures devises plans for funneling of wartime broadcasts.

Dec. 31—All Manila broadcast stations were dismantled and destroyed by owners before fall of Philippine capital to prevent facilities from falling into hands of Japs.

1942

Jan. 16—Wartime code of practices for broadcasters, placing censorship on a voluntary basis but invoking stringent bans against certain ad lib type programs, promulgated by Office of Censorship.

Jan. 30—FCC freezes all construction of new broadcast stations or major modifications because of shortages in materials.

Feb. 12—Defense Communications Board (BWC) adopts far-reaching "freeze order" on equipment for new stations or improved facilities and recommends action to War Production Board.

Feb. 21—Advertising Council (later War Advertising Council) formed by advertising agencies and media to mobilize Government's advertising campaign in total war effort.

Feb. 25—Radio on coast disrupted by radio silence ordered by 4th Interceptor Command, because of fears of Jap air raids. Radio silence recurred frequently, with important losses to stations in coastal area.

March 18—Office of Facts & Figures issues policies governing release of war information by Government, but also to serve as guideposts to news reporters and commentators.

April 13—Drive starts, in collaboration with military services, for recruitment of women and other apprentice technicians for radio and communications.

April 14— War Production Board reduces output of phonograph records and transcriptions to approximately 30% of 1941 production because of limitations on shellac.

April 17—Complete and unequivocal stoppage of all broadcast construction, covering standard, FM and television, both for new and modified facilities, recommended to War Production Board by FCC. (Subsequently adopted.)

April 24—War Production Board gives radio A-3 priority on maintenance, repair and operating supplies, in view of its status as essential operation in wartime.

May 19—First in series of air raid alarms, resulting in radio silence, started in New York and spread to other areas to effect complete blackouts in event of enemy raids.

May 23—Plan for broadcast conversion pooling, to meet radio's acute problem of technical operation in face of critical tube and equipment shortage, projected to War Production Board by Board of War Communications. (Plan subsequently dropped in favor of one decibel reduction in power and of high priorities for replacements and tubes.)

June 1—Harry C. Butcher, CBS Washington vice-president, called to active duty as lieutenant commander in Naval Communications. (Less than a month later reported for duty with Gen. Dwight D. Eisenhower as Naval aide in European theater. At present in that post, he has achieved rank of captain and participated in practically all history-making events falling within purview of Supreme Commander.)

June 13—Elmer Davis appointed chief of Office of War Information, which takes over functions of defunct Office of Facts & Figures, headed by Archibald MacLeish.

June 15—Revised voluntary censorship code, amplifying old provisions and lightening some of them, issued by Office of Censorship.

June 22—Government survey reveals that radio has moved in forefront as main news source. Office of Facts & Figures study of "American attitudes toward war news" cites survey results.

June 24—Col. David Sarnoff, president of RCA and chairman of board of NBC, called to active duty in Signal Corps. (Afterward assigned to foreign theater, where he set up vast communications and traffic planning, including D-Day invasion and communications handling in occupied areas.)

July 8—With manpower pinch felt by radio due to drafting of key people, Board of War Communications undertakes manpower studies which result in deferments on essential basis of key station employes.

July 9—Gardner Cowles Jr., president of Iowa Broadcasting Co. and publisher of Des Moines Register-Tribune, named assistant director of OWI in charge of Domestic Branch, including overall radio service. Simultaneously, OWI issues Order No. 1 covering policy and structure in handling war news.

July 14—Broadcasting established as essential occupation under Selective Service System by Maj. Gen. Lewis B. Hershey.

July 14—First wartime cancellation of station license due to inability to maintain staff of qualified operators results when KFPL Dublin, Tex. tosses in sponge.

Aug. 12—Army Radio Branch issues standards for commercial programs beamed to American troops overseas in forerunner of establishment of radio service for expeditionary forces.

Sept. 7—Army forms top radio performers' "Committee of 25" to aid war and tour bases and camps. Biggest names in radio talent are included.

Oct. 9—Radio's contribution of time to war effort estimated at $64,000,000 a year by OWI Director Elmer Davis.

Oct. 9—Congress asked for $7,000,000 appropriation for shortwave psychological warfare service, including construction.

Nov. 1—Government, through OWI and Coordinator of Inter-American Affairs, takes over full scale operation of all but technical phases of country's international shortwave stations under lease arrangement. (Subsequently expanded operations by increases in number of transmitters, but with private licensees retaining ownership.)

Nov. 7—Radio goes on full wartime basis as result of FCC action enforcing horizontal reduction by one decibel of all transmitted radiated power, relaxation of normal engineering standards and suspension of regulation requiring stations to operate at least two-thirds of their authorized time during broadcast day. (Regulations became effective Dec. 1.)

Nov. 7—Radio spreads its war coverage with broadcasts direct from North Africa within half-hour of allied invasion. (John MacVane, NBC, and Charles Collingwood, CBS, were war correspondents.)

Nov. 20—FCC adopts new program designed to ease operations of broadcasters under wartime equipment shortages through proposed establishment of pool of surplus and salvageable radio parts. (Plan subsequently went by boards, with WPB handling emergency through rigid priority system.)

Nov. 30—Long established serials, along with their casts, go to work for war effort with heroes and heroines of "soap operas" tying in war messages in programs.

Dec. 7—America's highest powered radio station—500,000 w unit of WLW Cincinnati—released to Government for psychological warfare use. (Transmitter later sent abroad for service in Mediterranean theater.)

Dec. 23—Establishment in London of OWI British Division to handle geared-up flow of information about U. S. to people of Great Britain and in connection with our expeditionary force movement.

Dec. 28—Major networks devote more than 4,000 network hours to broadcasting war effort programs and announcements during 1942.

1943

Jan. 8—1st Lt. Thomas E. Knode, former Washington news editor of NBC wounded in action, awarded Distinguished Service Cross for extraordinary heroism, on recommendation of Gen. Douglas MacArthur. (Later promoted to captain.)

Feb. 10—Centralization of all domestic censorship, adding new restrictions and more stringent supervision of foreign language broadcasts, as well as definitions of appropriate authority, provided in revised code of wartime practices for broadcasters.

Feb. 22—Frank J. Cuhel, Mutual war reporter, missing in crash of Yankee Clipper at Lisbon.

March 26—OWI estimates radio donated $86,900,000 in time and talent for war effort messages. (Of aggregate, $71,570,000 was station time with $15,330,000 for talent.)

May 10—Wartime survey by Life Magazine reveals that home radios were

reported by 91.9% of families, although 4.2% reported sets out of order.

June 28—Lid blown off FCC as House Select Committee to Investigate FCC charges agency hindered war development and in some measure was responsible for Pearl Harbor. (Fiery issue argued for months, with President Roosevelt interceding to prevent men in uniform from testifying on grounds of wartime security.)

Sept. 8—Radio achieves new war role when Italy's unconditional surrender is handled by radio. (Gen. Eisenhower made the announcement to world.)

Oct. 7—William S. Paley, CBS president, takes indefinite leave to accept war area assignment from OWI. (Subsequently named to head Psychological Warfare Branch at Gen. Eisenhower's headquarters. Commissioned a colonel at SHAEF headquarters last March.)

Nov. 8—R. Morris Pierce, chief engineer of WGAR Cleveland on leave with OWI, disclosed as radio hero of surrender of Italian fleet. (He had rigged up haywire transmitter, tuned it to 500 kc international distress frequency and broadcast surrender terms to Italian fleet.)

Dec. 17—First figures from a wartime census of U. S. radio homes made by Office of Civilian Requirements reveal that approximately 32,500,000 American families had one or more sets, or 89% of all families in the country.

Dec. 20—First meeting of newly-formed Radio Technical Planning Board to review and develop standards for postwar broadcast services called by FCC and cooperating radio industry groups.

1944

Jan. 31—Nearly ¼ of radio's 25,000 regularly employed personnel listed as in armed forces or in Government service, according to BROADCASTING Yearbook poll.

Feb. 3—J. Harold Ryan, Assistant Director of Censorship and vice-president of Fort Industry Co. on leave, elected interim wartime NAB president.

Feb. 23—John E. Fetzer, owner of WKZO Kalamazoo, named Mr. Ryan's successor as radio censor.

May 8—Networks pool facilities for first time to cover impending European invasion. Facilities for most intensive news coverage in history devised by Col. (now Brig. Gen.) David Sarnoff, later awarded Legion of Merit for outstanding attainments.

June 6—History's mightiest military operation—invasion of France by Gen. Eisenhower's forces—covered on spot by radio. Simultaneously Allied Expeditionary Forces inaugurated broadcasting service on continent to all Allied troops.

June 20—Failure of Army or its advertising agency, Young & Rubicam, to include radio in its appropriation for WAC recruiting, with entire budget slated for newspapers, results in campaign spearheaded by NAB to end discrimination. Controversy terminated in placement of portion of schedule on stations.

July 14—Ted R. Gamble, national director of Treasury War Finance Division, lauds radio's war job as better than ever before in 5th War Loan drive.

Oct. 24—Radio scores new triumph in split-second coverage of Gen. MacArthur's return to Philippines. Radio ship set up in Pacific theatre to relay press and radio traffic. Maj. (now Lt. Col.) A. A. Schechter, former NBC news chief, directs radio coverage.

Oct. 23—Morrie Pierce, vice-president of G. A. Richards stations, arranges for American capture of Radio Luxembourg, marking his second conquest of war.

1945

Jan. 8—Radio contributes upwards of $60,000,000 in time and talent to war effort through OWI Radio Bureau allocation plan, according to George P. Ludlam, chief, OWI's Radio Bureau.

Jan. 16—Virtual freezing of all new station construction ordered by WPB in collaboration with FCC, because of jam in manpower and critical materials.

Feb. 7—Liberation of Manila by MacArthur's forces brings American radio back on air. Bert Silen, former manager of KZRH, was broadcasting at the time the Philippines were taken three years and one month before..

Feb. 19—First detailed publication of radar and how it works revealed in British publication, Wireless World, after rigid censorship ban both here and abroad.

March 5—Survey by BROADCASTING Yearbook reveals that nearly 8,000 men and women of radio are in the armed forces—roughly 29% of radio's personnel.

March 12—Army plans for Berlin invasion with 60,000 w transmitter mounted on 17 Army trucks in vanguard of troops driving toward capital. Subsequent events, which left Berlin's radio transmitters intact, evidently obviated need for use of mobile unit.

March 29—Stations, networks and advertisers contribute $161,752,000 in time and talent for war messages during 1944, according to NAB estimates—an increase of 8% over 1943. (Breakdown was radio advertisers, $64,000,000; stations and networks, $78,000,000; talent, $20,000,000.

April 25—Radio goes all-out on coverage of United Nations Conference on International Organization in San Francisco with all networks and some 50 stations, aside from other United Nations radio representatives, on scene.

(Events since April 27, leading up to Nazi collapse, elsewhere in detail in this issue.)

COL. KIRBY

Radio Ready as Germany Collapses

(Continued from page 15)

called in from theaters of action to say a few words. If this is done hourly, as proposed, the procedure would require about a day and a half of broadcast time. Among those who might be heard from are Gen. George S. Patton Jr. who, if he does broadcast, will be doing so for the first time since the war began. Others, many of whom have appeared before the microphone on the *Army Hour* and other programs, might include:

European Theater

Gen. George S. Patton Jr.
Field Marshal Sir Bernard L. Montgomery
Gen. Mark W. Clark
Gen. De Lattre De Tassigny
Field Marshal Sir Harold Alexander
Gen. Carl Spaatz
Gen. Omar N. Bradley
Gen. Courtney H. Hodges
Gen. Joseph T. McNarney
Lt. Gen. John C. H. Lee
Lt. Gen. James H. Doolittle
Lt. Gen. Sir Miles C. Dempsey
Air Chief Marshal Sir Arthur Tedder
Gen. H. D. G. Crerar
Lt. Gen. Lewis H. Brereton
Gen. Jacob L. Devers

Pacific Theater

Maj. Gen. Willis H. Hale
Lt. Gen. Robert L. Eichelberger
Gen. George C. Kenney
Gen. Walter Krueger
Lt. Gen. Simon Bolivar Buckner Jr.

C-B-I Theater

Lt. Gen. Daniel I. Sultan
Lt. Gen. Albert C. Wedemeyer

U. S. Navy and Marine Corps

Adm. Henry Kent Hewitt
Adm. Thomas C. Kinkaid
Lt. Gen. Holland M. Smith
Adm. Royal E. Ingersoll
Adm. Jonas H. Ingram
Adm. Raymond A. Spruance
Adm. William F. Halsey
Vice Adm. Aubrey W. Fitch
Lt. Gen. Alexander A. Vandergrift
Vice Adm. Richmond Kelly Turner
Adm. Harold R. Stark

No specific plans for broadcasts by the GI's themselves have been made for the "pool". Doubtless most networks will pick up the voices of front-line fighters around the world, however.

On all pooled broadcasts, it is understood, unaffiliated stations will cut in on network loops, if they are nearby, or rebroadcast by pickup. These pooled broadcasts will include programming by all services—the Army, the Navy and the Marine Corps—but planning has been left to the Army, since the European victory is recognized as its job.

Networks, for competitive reasons, were giving out no details of their scheduled special coverage for V-E Day. A survey indicated that each had shelves filled with background material, however, and that each had sufficient material for at least ten hours of broadcasting.

Similarly, as has been reported in previous issues, individual stations from coast to coast have been preparing for many weeks special V-E Day programs which would have special significance in their areas of coverage.

Programs will run the gamut—from musical salutes to our victorious troops, dramatic presentations, news and special events and inter-denominational thanksgiving observances.

ELECTION SCHEDULE SET UP IN CANADA

POLITICAL broadcasting for the Federal Canadian election June 11 and the Ontario election June 4, has begun. A preliminary survey shows most paid time is taken by the old-line parties, both using a great number of transcribed flashes and spot announcements, some recorded five-minute and 15-minute talks, and live talks up to quarter-hour by local candidates.

Regional paid networks will start on a big scale after the 8th Victory Loan campaign which ends May 12.

The federal Liberal campaign is directed through regional agency offices, and the federal Progressive-Conservative campaign through McConnell, Eastman & Co., Toronto. The Ontario Liberal campaign is handled by R. C. Smith & Son, Toronto, and the Ontario Progressive-Conservative campaign by McKim Adv. Ltd., Toronto. The Co-operative Commonwealth Federation (CCF) party is using transcribed and live talks and flash announcements throughout most of Canada, expects to use some regional networks. Account is placed by Wm. Orr & Co., Toronto.

Watch!
Homer Griffith Company
Radio Station Representatives
The West's Largest Fastest Growing Organization
"We know the West We sell the West"
Homer Griffith Company
Hollywood San Francisco Seattle

WSLI
JACKSON MISSISSIPPI
SOSO, MISSISSIPPI?
—a pleasant community in Jones County, but wise advertisers get REAL results in JACKSON—metropolitan center of Mississippi's rapidly developing oil industry. Ten fields are yielding 15 MILLION barrels of oil a month! WSLI—the "Double-Return" station, offers you maximum coverage of this market—at less cost!
BLUE NETWORK
WEED & COMPANY
NATIONAL REPRESENTATIVES

Made to Order
WAIR is the station, Winston-Salem the market—plus a mighty lot of territory within a generous area. No station has the "grip" on this station that we enjoy. Ego? Nope, facts! ! !
WAIR
Winston-Salem, North Carolina
Representative: The Walker Company

630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI

ACTIONS OF THE FCC

APRIL 28 TO MAY 4 INCLUSIVE

Decisions . . .

ACTIONS BY ADM. BOARD
APRIL 30

KINY Juneau, Alaska—Granted license to cover CP as mod. authorizing increase power, install new trans. and changes in antenna.

WSIX Nashville, Tenn.—Placed in pending file application for CP new FM station.

Review Publishing Co., Alliance, O.—Same.

Lynchburg Broadcasting Corp., Lynchburg, Va.—Same.

Roanoke Broadcasting Corp., Roanoke, Va.—Same.

ACTIONS BY COMMISSION
MAY 1

1230 kc WIBX Utica, N. Y.—Granted vol. transfer control from Scott Howe Bowen, deceased, to Estate of Scott Howe Bowen, Margaret P. Bowen, executrix.

590 kc KSUB Cedar City, Utah—Designated for hearing under Policy of Jan. 16, 1945, application for CP change assignment to 590 kc 250 w N 1 kw D and install new trans.

1030 KWBU Corpus Christi, Tex.—Granted extension special service authorization for six months from 5-9-45 for 1030 kc 50 kw DA local sunrise to local sunset.

WALV, WBBL Richmond, Va.—Adopted memorandum opinion granting application of Thomas Garland Tinsley Jr. for mod. CP make changes antenna, change trans. and studio location WALV and granting application of Grace Covenant Presbyterian Church for mod. CP authorizing change assignment, for trans. approval and authority to use presently licensed antenna and trans. site for WBBL; conditions.

1230 kc WKVM Arecibo, P. R.—Adopted memorandum opinion granting mod. CP for approval antenna and approval trans. and studio location; ordered that CP as mod. be issued.

1240 kc WBHD Petersburg, Va.—Adopted memorandum opinion granting application for mod. CP for change in equipment and approval trans. site and antenna system; ordered that CP as mod. be issued.

1060 kc WOKO Albany, N. Y.—Adopted order issuing special temp. authorization for continued operation until further order of FCC.

Following stations were granted license renewal for period ending 8-1-46: KWIL WGAC WIBU WCRW.

Following stations were granted license renewal for period ending 2-1-46: KWNO WDSM KGDE.

Following stations were granted license renewal for period ending 5-1-48: WGGA WHN WTAM KLRA.

1150 kc WTAW College Station, Tex.—Adopted order denying petition for grant without hearing of application for CP change assignment and designated said application for hearing, to be consolidated with hearing on applications of San Jacinto Broadcasting Co. for new station Houston, Reporter Broadcasting Co. for CP change frequency KRBC, and Calcasieu Broadcasting Co. for CP change frequency KPLC.

1460 kc WOKO Albany, N. Y.—Adopted order denying petition for rehearing directed against FCC action denying application for license renewal; further ordered that special temp. authorization for continued operation be extended to 3 a.m. 5-31-45.

750 kc KXL Portland, Ore.—Designated for hearing application for mod. CP change hours from limited time—WSB to unlimited.

ACTION ON MOTION
MAY 2

Cowles Broadcasting Co., Des Moines—Granted petition to intervene in hearing now set 5-16-45 on application of KFNF for license renewal and application of Henry Field and Midwest Broadcasting Co. for transfer of control.

Applications . . .

APRIL 30

NEW-47.9 mc Hudson Broadcasting System, Mt. Vernon, N. Y.—CP new FM station, 2,500 sq. mi., $19,050 estimated cost (resubmitted, formerly United Broadcasting System Inc.).

NEW-1490 kc Idaho Radio Corp., Idaho Falls, Ida.—CP new standard station 250 w unlimited (dismissed at request of applicant).

MAY 1

NEW-48.1 mc New Jersey Broadcasting Co., Newark—CP new FM station, 6,200 sq. mi., amended to change name of applicant to Atlantic Broadcasting Co.

NEW-1340 kc Berkeley Broadcasting Co., Martinsburg, W. Va.—CP new standard station 250 w unlimited.

NEW-1240 kc Baron Broadcasting Co., Wilkes-Barre, Pa.—CP new standard station 250 w unlimited amended to substitute P. J. McCall for J. Myron Honigman as member of partnership.

NEW-47.1 mc George A. Mayoral, William Cortada and Ramon Cortada, New Orleans—CP new FM station, 13,300 sq. mi., $93,000 estimated cost, amended to request 8,000 sq. mi., specify site and equipment (resubmitted).

New-91.0 mc The Journal Co., Richfield, Wis.—CP new developmental broadcast station, 500 w, special emission for FM.

MAY 3

NEW-49.9 mc Dunkirk Printing Co., Dunkirk, N. Y.—CP new FM station, $25,300 estimated cost.

NEW-48.7 mc Recorder Publishing Corp., Greenfield, Mass.—CP new FM station, 3,825 sq. mi., $42,500 estimated cost.

NEW-1450 kc The Observer Radio Co., Orangeburg, S. C.—CP new standard station 250 w unlimited.

PHILCO RELAY NET GETS FCC PERMITS

FURTHER developmental work in the Philco Corp. proposed television relay network linking Washington, Philadelphia and New York was approved last week when the FCC granted construction permits for new relay stations to be operated in central and northeast Maryland, southeast Pennsylvania and Washington and authorized power increases of from 15 to 40 w for relay stations now in operation.

Grants include: one new experimental relay station to be operated in various areas betweeen Philadelphia and Washington; power increases, addition of A3 emission, antenna and transmitter changes of three stations in Philadelphia to include operations in Washington and New York; authorization to change power to 40 w (peak) visual, 40 w aural of seven portable-mobile experimental relay stations; authorization to increase power to 40 w and add A3 emission to portable experimental television station now operating in New York and to operate the station also in Washington and Philadelphia.

Philco dedicated its Washington-Philadelphia link in a special telecast from the Statler Hotel, Washington, on April 17 [BROADCASTING, April 23].

NEW-80-100 mc Sarkes Tarzian, Bloomington, Ind.—CP new developmental broadcast station, 500 w and special test emission.

NEW-48.5 mc San Pedro Printing & Publishing Co., San Pedro, Cal.—CP new FM station, 780 sq. mi., $12,000 estimated cost.

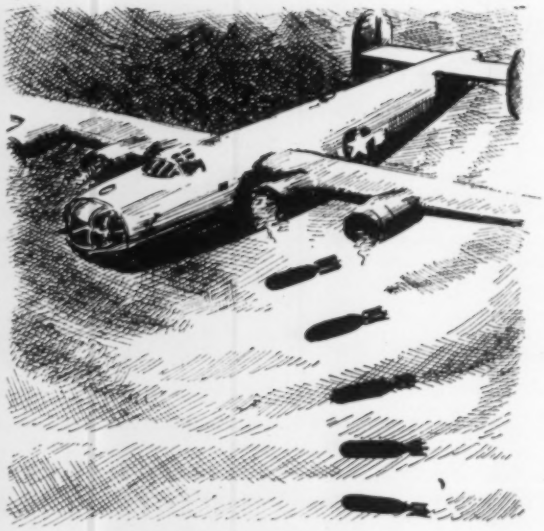
NEW-48.7 mc Southern California Associated Newspapers, Alhambra, Cal.—CP new FM station, 1,500 sq. mi., $12,000 estimated cost.

NEW-48.3 mc Southern California Associated Newspapers, Glendale, Cal.—CP new FM station, 1,500 sq. mi., $12,000 estimated cost.

NEW-45.1 mc Grand Rapids Broadcasting Corp., Grand Rapids, Mich.—CP new FM station, 6,375 sq. mi., $33,100 estimated cost.

SERIES of half-hour dramatic programs based on stories which may be suitable for motion picture use is being offered for sponsorship by Grew Associates, Inc., New York, which plans to use the weekly network broadcasts as a pretesting "laboratory" for the movie industry. Listeners, including a 5,000-woman panel built up by the Grew firm, will be invited to write suggestions regarding picture possibilities of stories and stars. Program series will be called "Hollywood Story Conference".

THEN FOR ANOTHER BIG JOB!



When the last bomb has fallen on Germany or Japan . . . when the last gun has been fired . . . what a problem of retooling and job-changing will face many a "boom" town!

Not for Roanoke! On V-Day Plus 1 OUR three big industries—railroading, rayon milling, steel production—will be functioning as smoothly for civilian goods as they now are for the war effort.

You should be known by these people of Southwest Virginia whose present prosperity will CONTINUE. Only one station, WDBJ, satisfactorily covers ALL their 118,921 daytime listening homes. A Class B quarter-hour, once, only $30. Let us—or Free & Peters—tell you more!

CBS • 5000 WATTS • 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ ROANOKE VA.

SPORTS
WHN WHN WHN WHN
MUSIC
1050 1050 1050 1050
NEWS
WHN WHN WHN WHN
WHN
DIAL 1050 - 50,000 WATTS

Jefferson Standard Life Ins. Buys WBT for Million and Half

Purchase Up for FCC Approval; Company Also Is Owner of WBIG Greensboro

FOUR PRINCIPALS in sale of WBT by CBS to Jefferson Standard Life Insurance Co. (l to r): Joseph M. Bryan, insurance company v-p, and Julian Price, president; Maj. Edney Ridge, executive v-p of WBIG; A. D. (Jess) Willard, manager of the Charlotte station.

SALE OF THE 50,000 w WBT Charlotte to Jefferson Standard Life Insurance Co., principal owner of WBIG Greensboro, for $1,505,000 was announced last Wednesday by CBS as a result of competitive bidding and in compliance with the FCC mandate dealing with network ownership of stations in other than key program points. The transaction is subject to FCC approval and is understood to be for a cash consideration.

The transaction was announced following the regular CBS Board of Directors meeting last week and it was reported to have been the highest of the bona fide offers received. The CBS board took into account not only price but radio know-how, community interest and other standards in selecting the successful bidder.

"Operating standards which have characterized the station under Columbia management will be continued," Julian Price, president of Jefferson Standard asserted. "We plan to continue the present operating staff of WBT, headed by A. D. (Jess) Willard, general manager".

It is understood a new corporation, probably to be known as WBT Inc., will be formed to operate the station. Aside from Jefferson Standard, Maj. Edney Ridge, executive vice-president and secretary of WBIG, will be the only other stockholder in the new WBT company. He holds approximately one-third interest in WBIG.

Mr. Price, it is expected, will become president of the WBT company. Joseph M. Bryan, vice-president of Jefferson Standard and president of WBIG Inc., also will be an officer of WBT, along with Maj. Ridge and Julius C. Smith, Greensboro attorney and general counsel of Jefferson.

Mr. Bryan recently became half-owner of WORD Spartanburg, S. C. He, along with Maj. Ridge, acted for Jefferson in the WBT negotiations with CBS.

The network was represented by Dr. Frank Stanton, vice-president, and Frank K. White, vice-president and treasurer. In announcing the sale, CBS explained it had been made in order to comply with FCC Rule 3.106, which prohibits network ownership of a standard broadcast station "in any locality where the existing broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency or other related matters) that competition will be substantially restrained by such licensing".

Other Charlotte Stations

Charlotte has two other stations —WSOC, NBC affiliate with 250 w on 1240 kc, and WAYS, affiliated both with Blue and Mutual, with 1,000 w on 610 kc. CBS had acquired WBT in 1929. It operates on 1110 kc with 50,000 w.

It is understood WBT had a gross income of in the neighborhood of $900,000 in 1944, with approximately half that amount net before taxes.

Jefferson Standard has been interested in ownership and operation of WBIG for the last 12 years. The station, a CBS affiliate, operates on 1470 kc with 5,000 w.

Maj. Ridge said it was the intention of the new owners, following FCC approval, to operate WBT independently of WBIG. He explained, however, that the two stations will follow the same public service policies and emphasize development of talent and program features of peculiar interest to their respective communities.

V-E Telecasts

BULOVA WATCH Co., New York, a regular advertiser on WNBT, NBC's television station, will sponsor one-minute time signals on V-E day, when the station shifts for that day only into 24-hour operation. Agency is Biow Co. Waltham Watch Co. has purchased time signals to be telecast that day on WABD New York, the DuMont station, which will be taken over by Blue-ABC for the occasion. Agency is N. W. Ayer & Son.

YESTERDAY Was The 522nd Time

. . . the "Ave Maria Hour" has brought Sunday-evening consolation and comfort to New Yorkers through WMCA.

The occasion of this tenth anniversary is a good time to say thank you.

For the high radio standards that earmarked each of those 522 broadcasts . . .

For the job it has done as originating station of "Ave Maria Hour" programs throughout the country . . .

For its unflagging service to the New York community in *every* facet of radio programming . . .

For these things, our grateful salute to WMCA!

We look forward to continued association with this station.

The Franciscan Friars of the Atonement
Graymoor Monastery, Garrison, New York

KOIN

We Work Today for the Northwest's Limitless Tomorrow

PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

In the UTAH *Market*

The POPULAR Station
KDYL
SALT LAKE CITY
UTAH'S NBC STATION
National Representative JOHN BLAIR & CO.

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Operator-announcer. First class radiotelephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good postwar future. Box 932, BROADCASTING.

First class engineer wanted for 250-watt Indiana Blue Network station. Permanent job for right man. State full particulars and salary expected in first letter. Box 399, BROADCASTING.

Announcer—250-watt NBC affiliate in a fine metropolitan midwest city needs a good versatile announcer who can handle ad lib record and talent shows, news and commercials. Small, cooperative staff, excellent working conditions. No prima donnas, please. $65.00 per 48-hour week to right man. Tell us all about yourself. Box 524, BROADCASTING.

Salesman wanted—Man familiar with small market station operation and real understanding of radio sales. Send record of experience, references and photo first letter. Network station in center of richest farm area in west. Write Box 552, BROADCASTING.

Wanted—Top flight staff announcer with quality selling delivery for regional network affiliate station in northwest. Send references, photo, transcription with application. Box 553, BROADCASTING.

Opportunity for fluent and imaginative, but stable and sincere, staff announcer familiar with transcribed libraries to create and announce salable shows at non-metropolitan NBC station. Rocky Mountain Area, non-defense farm community with good post war future. Please send transcription, photo, references, sample script. Write Box 554, BROADCASTING.

New England announcer—For 5 kilowatt CBS station. Good living conditions, good pay, good future to competent man. Box 564, BROADCASTING.

New England writer—Radio copy, shows, announcements, features. Must write good commercial copy for radio. Box 565, BROADCASTING.

We want some good men. We're just a small southwest radio station with a big job ahead of us, expanding into a strong regional outlet in the near future. We need some good men to grow with us and help build a station to be proud of from a production, public service and commercial standpoint. We particularly need a program director-production manager, two or three top-flight announcers and a continuity director with program writing experience and talent. We expect to grow just as big as the men working for us make us grow. Write to Box 570, BROADCASTING, giving full qualifications in first letter. If you sound like the man we need, we'll come see you, wherever you are.

Wanted—Operator, first class license immediately. Send complete story first letter. Permanent. Box 574, BROADCASTING.

Texas kilowatt Blue-Mutual desires improve its Hooper. Want program man who knows how. Tell all. Box 576, BROADCASTING.

1000 watt New England Network station has opening for experienced announcer with knowledge of programming. Permanent position, excellent opportunity for the right man. Box 589, BROADCASTING.

Announcer-continuity writer — Station WOLS can place announcer with experience, also continuity writer, or a combination announcer-continuity man or woman. Good live Blue station in good live town. Write or wire WOLS, Florence, S. C.

Salesman—250 watt progressive Blue-Mutual station, northeast Texas has opening for good dependable man, to replace top salesman going into Army. Send full details including experience, character and business references and photo. Box 594, BROADCASTING.

Engineer. Transmitter and control room work. Recording experience helpful. Permanent. WAKR, Akron 3, Ohio.

Help Wanted (Cont'd)

Wanted—First class operator for basic supplementary network station in midwest. Box 603, BROADCASTING.

First class radiotelephone operator for transmitter. Please submit outline of experience and references. Box 606, BROADCASTING.

Engineer—First class license, transmitter and studio experience. Statement of availability required. Advise draft status. Box 608, BROADCASTING.

Transmitter engineer. 1st class license. Guaranteed weekly earnings, $55.00 for 48 hours. 250 watt, network, southwestern city of 50,000 with good living conditions. Houses available. Immediate opening. War Man Power certificate of availability required. Box 611, BROADCASTING.

Wanted—First class engineer, experienced in studio operation, transmitter, recording and maintenance. Excellent working conditions, forty hours, good pay, 250 watt Blue Network affiliate located in fine city of 50,000. Apply Box 616, BROADCASTING.

Male announcer. General studio routine, including news at modern southeastern regional. $37.50 for 40 hours. Opportunity for increase. Qualifications and when available, please. Box 342, BROADCASTING.

First class licensed transmitter operator for 50 kw station. Apply Chief Engineer, KWBU, Corpus Christi, Texas.

Announcer — Versatile announcer required by 1000 watt Blue Network station. Include qualifications and salary expected in first letter. WBCM, Bay City, Michigan.

Wanted—Sales manager for Tobacco Network. Good basic salary and liberal commissions. Start immediately. Headquarters Raleigh, North Carolina. Wire, phone or write Fred Fletcher, President, c/o WRAL, Raleigh, N. C.

Control operator. Experienced or inexperienced. Write for full details. Permanent position. Charles W. Brannen, Chief Engineer, WAGE, Syracuse, N. Y.

Opening for experienced, responsible announcer. Permanent position. Working conditions good, living conditions reasonable. 50 kw southern station. Give complete details in letter. Box 595, BROADCASTING.

Wanted — Announcer - newscaster with reasonable experience. One who can assist in production. Progressive CBS affiliate Central New York. Basic $47.50 for 40 hour work week. Box 602, BROADCASTING.

Announcer, top rate, for news, records, and M.C. ad lib shows. Not a duration job but one that offers quick advancement to executive status if you can deliver. Top starting salary. 5 kw network affiliate. Proven record of performance and stability required. Reply in confidence, giving full information about yourself, including salary desired and small photo. Box 514, BROADCASTING.

Wanted announcers. Have opening for two announcers. Mail pull experience would help. Excellent opportunity with one of a well-known group of stations. 5 kw CBS affiliate. State experience, age and draft status first letter. Write or wire Box 618, BROADCASTING.

Situations Wanted

Program manager—top station. Practical, experienced and knowledge programming and production. Now network representative and program manager leading city station. Served 8 years as station manager. Your inquiry held confidential. Box 580, BROADCASTING.

Announcer, 5 years experience on 5 kw net affiliate. News, music, drama, production. Woman. Box 583, BROADCASTING.

Newscaster - editor - writer. Experienced news, announcing, continuity and sales. Married, reliable, 4F. Interested in permanent news position offering future opportunity. Convincing news delivery. Prefer Florida or middlewest. Available after May 1st. Full details, please. Audition disc. Box 591, BROADCASTING.

Situations Wanted (Cont'd)

Newscaster, salesman, writer. University graduate with major in English, minor in Economics. Three years experience 1000 watt station. 26, married. $325 guarantee. Box 598, BROADCASTING.

Manager for radio station on east to southeast sea coast, southern California, Denver territory. Creative, aggressive, promotional, hard worker. Experienced in sales, programming, announcing. College education, married, over 40, best recommendations. Now employed. Must be permanent. Box 599, BROADCASTING.

Station manager available. Twelve years as assistant. Ready to manage your station and become good citizen your community. Box 601, BROADCASTING.

College graduate. Two years experience, 50,000 watt station. Looking for all-inclusive job: writing, broadcasting, operating. Box 604, BROADCASTING.

Experienced announcer, news editor, college graduate with honors, discharged. Desire better position. Prefer midwest. Box 605, BROADCASTING.

Young, sober family man, six years in broadcasting ready for that program director job. Returned vet. Excellent references. Box 607, BROADCASTING.

Writer-announcer—Would like position as either or both. Develop own program ideas or put yours into script form. Writes material that sells. Newscasting, sportscasting, platter shows, commercial announcing. 25, college trained, married, draft deferred. Prefer east. Box 609, BROADCASTING.

Television development engineer large radio corporation desires broadcast engineering position. E. E. degree. Previously six years in broadcasting. Box 610, BROADCASTING.

Announcer, two years experience. Pleasing voice, very interested in production. Available now. Box 612, BROADCASTING.

Station manager—Station owner needing an efficient money-making manager who understands selling, promotion, programming and the handling of personnel, has an opportunity to get a 45 year old man with 10 years retail merchandising and advertising background and 15 years newspaper and radio experience. More than 10 years with present employer. Good mixer, excellent salesman and trained executive. Good reason for desiring change. Position must be permanent. Send details to Box 615, BROADCASTING.

Operator—Telephone first, telegraph second, 30, 4F. Family. Wants job with future. Anywhere but deep south. Box 55, Riverside, Ill.

Transmitter engineer available soon. Experienced maintenance, operation and some construction in 5 kw stations. Looking for permanent position in an A1 station anywhere in the country. Please state salary. P. O. Box 63, Edgewater Branch, Denver, Colo.

Engineer—First class, 37 years, 23 years in radio, wants position where maintenance ability is appreciated, can do control room, remote and some announcing. Wallace V. Rockefeller, Wood River, Nebr.

Experienced newscaster available in few weeks. Permanent 4F. Married. Sincere about his work. Three years news experience. Prefer working under contract. Box 593, BROADCASTING.

Top flight announcer. Network experience. Solid background, news, platters, ad lib and straight commercial. Excellent references. Employed, but seeking spot in New York City. Available for live audition. Married, 4F. Write Box 596, BROADCASTING.

News editor. 4 years experience editing and broadcasting news. 5 years 5 kw experience. Woman. Box 584, BROADCASTING.

Available June 1st for chief engineer job. Experienced first class operator now teaching in Navy Electricians' School, Purdue University, which closes June 1st. Draft exempt. State maximum offer. Box 617, BROADCASTING.

Wanted to Buy

Wanted—FCC approved frequency and modulation monitors. Other 250 watt station equipment. Cutting mechanism for type RCA OR-1 transcription tables. Box 600, BROADCASTING.

Experienced broadcaster interested in purchasing all or part of 250 watt station. Box 614, BROADCASTING.

For Sale

For sale—2 WE 33 RPM turntables 16 inch complete with motor. Verticle and lateral pick-up. Pre-Amp. 80 B for above and WE control cabinet. Box 588, BROADCASTING.

For sale—Second hand turntable Magna Box. Call New York, Plaza 3-3931.

3 Crocker Wheeler turntables, complete 33-78 RPM, B & L 40X inspection microscope, RCA Cathode Ray Oscillograph. White, 2756 Pine Grove Ave., Chicago. DIVersey 4440.

Tubes for sales! We have W.E. 228-A; 2152- 222-A; 232-A and F. T. 332-A, for sale as used tubes left over after sale of our radio station. What's offered? Norman Baker, Hamilton Hotel, Laredo, Texas.

250 watt newly rebuilt composite transmitter (without crystal oven) and G. R. 457A modulation monitor, $2,750 cash. Evening News, Port Angeles, Washington.

For sale—New Temco 250 GSC transmitter complete with remote control unit, 2 sets tubes, spare parts kit. For sale by owner at reasonable price crated for immedate shipment. Contact S. J. Hyman, Box 1957, Huntington, West Virginia.

For sale—One Amertran, class B modulation transformer, oil filled, output 64.6 db., .006 W reference (equiv. to 17½ kw capable of modulating 34.6 kw carrier), 6300 volts plate voltage. Total weight 5430 lbs. One Amertran modulation reactor, oil filled, 16 hys, at 5.5 amps, 6300 volts. Total weight 5215 lbs. Box 590, BROADCASTING.

250 watt broadcast transmitter, speech equipment, microphones, turntables, etc. All or part, or will consider merger with party interested in applying for CP. Box 613, BROADCASTING.

For sale—one composite line amplifier, three composite pre-amps, one W. E. type 69-A pre-amp using 6J7 tubes. One RCA OP-4 remote amplifier three channel complete. One RCA large size velocity microphone and table stand. All of the above equipment is in good condition, now in use. Will sell all or any part, first come first served. Wanted, RCA type 72-C recording attachments. Address all replies to Bob McRaney, WCBI, Columbus, Miss.

WANTED

Program Man or Woman

. . . who has sound ideas, production experience, who recognizes good announcing, and who has good judgment. This is a position for one who wants to live radio programming. Previous experience in programming; small station management or agency production may qualify you. We are expanding our personnel with the goal of making this the **Nation's Most Popular Independent Station.** Position permanent for able person. Salary based on ability. Give full details past experience. Your application confidential.

Write Ralph L. Atlass

WIND, Chicago

PRODUCER

Writer. Wishes to shift operations from East to West Coast.

Minimum salary, $12,000.

BOX 619, BROADCASTING

OBSTRUCTION LIGHTS

Available without priority

TYPE 661

Complete with red fresnel lens and 100 watt A-21 lamp.

Write for Bulletin 33

ANDREW CO.
363 E. 75th St.,
Chicago 19

WANTED!

A live-wire man, with family preferred, who has a passion for perfect production and a yen and ability to write. Must be capable show-writer and producer.
This is a permanent job for a sincere worker in one of America's largest markets at a highly progressive station serving up AM, FM and well on the road to television.
Send complete detailed account of background, draft status, plus photo and salary requirements. All replies strictly between us.
BOX 597, BROADCASTING

M. D.

PHYSICIAN and INTERVIEWER

with radio experience are available for live or recorded program related to health or nutrition. Our experience includes medical authority talks, interviews and dramatizations. Complete script and talent provided at reasonable cost. Live audition or sample recording for playback provided without obligation.

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WILL START IMMEDIATELY
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Available locally on transcription—see C. MICHELSON, 67 W. 44 St., N.Y.C.

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363 E. 75th St. CHICAGO 19
Triangle 4400

At Deadline...

MONRONEY ARTICLE ATTACKS PETRILLO POWER

POWER of James C. Petrillo, AFM president, "to cripple the networks by refusing to permit them to serve stations which do not employ the number of musicians he demands" is cited by Congressman A. S. (Mike) Monroney (D-Okla.) in an article in the *American Magazine* as a type of union "monopolistic control" which he wants Congress to abolish by removing some of the immunity from anti-trust laws now granted to labor unions.

Rep. Monroney declares Congress must shortly decide whether union leaders shall be permitted to exercise the "new extraordinary power" of the "royalty method" first adopted by Petrillo and later demanded by John L. Lewis. "This . . . is too pat a method of fund-raising to be overlooked; it is held to be a legitimate claim of union bosses. It could spread and greatly increase the cost of every article used by the public."

FM APPLICATIONS PASS 400 MARK

APPLICATIONS on file with the FCC for new FM stations totaled 403 May 4, FCC said Friday. Represented are 41 states and District of Columbia. Ohio leads with 36 requests; California has 33; New York, 31; Illinois and Pennsylvania, 24 each. There are 46 commercial FM stations broadcasting currently, plus three experimentals (see page 74 for late applications).

NAB URGES FILINGS

WITH DEADLINE for filing briefs and appearances Wednesday (May 9), NAB on Friday urged broadcasters to "avail themselves of the opportunity to appear" at hearings on the proposed FCC rule governing financial reports, contracts, ownership and station personnel. NAB asks copies of all filings, none of which had been formally docketed at Commission Friday.

NLRB PLATTER BRIEF

NATIONAL Labor Relations Board filed its brief over the week-end with the Second Circuit Court of Appeals in the NABET-network-Petrillo dispute in support of its petition for a decree to compel NBC and Blue to bargain with NABET on platter turners.

RADIO SELL-OUT

FIVE 75-word announcements on WBEN Buffalo over a week-end and one ad in the *Buffalo Evening News* sold 12,000 reserved seats in Buffalo's Memorial Auditorium to see Bob Hope and his Pepsodent radio troupe. Occasion was a benefit for the *News* "Smokes-For-Soldiers" fund. Six thousand additional orders had to be turned down for lack of seating capacity. The story was broken on WBEN and the *News* Saturday. By Monday evening all $3 top seats were gone and Tuesday morning WBEN was begging people not to send more orders. Darell Martin, *News* radio editor and close friend of Hope, made arrangements to bring comedian to city.

COAXIAL CABLE NET FAST-GROWING

BELL SYSTEM expects by year's end to have 2,000 miles of coaxial cable network manufactured and three-fourths of it in the ground. A year ago the AT&T announced a 5-year program of 6,000 to 7,000 miles. Rapid pace job going forward has been dictated by increasing need for more telephone circuits between war centers. The coaxial cable is capable of transmitting the broad bands of frequencies required for television as well as for telephone service.

RECOGNITION FOR NEWSMEN

A BILL to create the Distinguished Service News Medal, to be awarded radio or press correspondents who "have rendered or hereafter render exceptionally meritorious service" in war zones was introduced in the Senate late last week by Sen. Bridges (R-N.H.) and Sen. Johnson (D-Colo.). The measure (S-957) was presented after a bill to award the late Ernie Pyle the Distinguished Service Medal was held up because Congressional Medals of Honor can be awarded only to members of the armed services.

BLUE ON BOND SERIES

BLUE-ABC on Saturday began weekly Seventh War Loan sustainer, 5-6 p.m., to continue through campaign and featuring Duke Ellington's orchestra. Same network to air Nat Brandwynne's orchestra from Waldorf-Astoria, New York, 12:30-1 a.m. Mondays and Tuesdays in War Loan interests, beginning May 14.

Closed Circuit

(Continued from page 4)

out. Annual meeting and new board session by proxy will be held in July, consistent with by-laws, however. Pittsburgh was likely convention site before ODT called all bets off.

PROHIBITIONISTS, led by Rev. Sam Morris of Texas, are still making the Washington rounds against advertising of alcoholic beverages on air. They seek right to purchase time to answer wine and beer advertisers, contending that such advertising constitutes controversial issue. Beat-pounding in Washington has included Congressional offices, FCC and NAB.

WITH WAR emphasis moving to Pacific area, look for more Navy activity in their representation on Armed Forces Radio Service (AFRS). Los Angeles headquarters, recently sprinkled with some Naval personnel, is due for expanded operation with the boys and girls in blue in greater prominence than ever.

RETURN OF COMDR. Mefford R. Runyon to his CBS vice-presidency may develop soon. Reported authoritatively he has applied for inactive status. He went on active Navy duty in 1942 in Communications but changed to the Bureau of Ships, Electronics Branch.

EDITOR'S NOTE: Wonder why Montana's Sen. Wheeler sounded off on radio news and commentators last week? Travel note: Ed Craney, prominent and militant Montana broadcaster, was in Washington last week.

People

LT. GEORGE PAULSON, bomber navigator released by the Army, is new sales service supervisor of Mutual, succeeding Barry Keit, transferred to cooperative program sales division.

VERA EIKEL, formerly program supervisor in Procter & Gamble's radio department, has joined Benton & Bowles, New York, as executive assistant to Walter Craig, radio director. She replaces Marion Connolly, now B&B personnel director of women.

DONALD C. HAMILTON, program division office manager, WOR New York, named to newly created post of director of artists' service.

EDMUND B. (Tiny) RUFFNER, assistant program manager, WOR New York, promoted to commercial program director, where he'll develop new saleable ideas and coordinate program and sales departments.

MARJORY IRWIN, 12-year-veteran with Compton Adv., New York, is new business manager of radio department, replacing Helen Shervey, resigned. Miss Irwin was office manager.

GLENN BANNERMAN, president and general manager, Canadian Assn. of Broadcasters, has been invited to attend the NAB directors' meeting in Omaha May 16-17.

HENRY SEATON DAWSON, former chief engineer, CFRB Toronto and since 1940 on loan to the National Research Council, Ottawa, and Research Enterprises Ltd., Toronto, has been appointed engineer of the Canadian Assn. of Broadcasters.

LAMBERT B. BEEUWKES, advertising, publicity and sales promotion manager, King-Trendle Broadcasting Corp. (WXYZ, WOOD), on May 12 becomes general manager of the Blue Ridge Broadcasting Corp., soon to apply for a new station in Roanoke, Va.

JOHN P. URICE, J. Walter Thompson Co., Chicago, account executive for Swift & Co. *Breakfast Club*, was to resign May 7 to join H. W. Kastor & Sons, Chicago, as head of food advertising.

LESLIE RADDATZ, with NBC Hollywood press department since 1942, has been appointed assistant press manager, succeeding Homer Canfield, recently named network Hollywood production manager. Walter S. Davis released by Air Transport Command and Kathleen Wilson are new members of press staff.

BEN MUROS has been named program director of WCAE Pittsburgh. He has been with the station eight years as studio engineer, continuity supervisor and most recently production manager.

CHARLES B. McCABE, publisher of the *New York Mirror* and president of the Hearst Radio Corp., has been elected to the board of directors of the Morris Plan Industrial Bank of New York.

TROOP GREETINGS FREED

GREETING messages may now be transmitted to or by members of armed forces in this country under an order announced Friday afternoon by the Board of War Communications. As soon as "speed and quality of service" have improved sufficiently, BWC will order further relaxation to permit greeting messages by the public generally, said announcement.

This Ad* SHOCKED A Market Into The Open!

Some time ago when women started to smoke, Chesterfield took public cognizance of the fact that *nice* women may smoke. This ad, and other cigarette campaigns shocked many people, but by forcing the facts into the open, made possible the frank merchandising of cigarettes to a vast feminine market.

**Prepared by Newell-Emmett Co.*

In the *Distribution Decade,*

ADVERTISING

Must Open Many New Markets!

MONEY, men, materials, manufacturing facilities —there'll be plenty of all these after Victory. The problem will be to *move* the products of Industry into millions of consumer homes quickly, cheaply and efficiently—in the Distribution Decade after V-Day.

Advertising's responsibilities—and opportunities—in the Distribution Decade will be tremendous. For on Advertising and the men who create and administer Advertising must rest a large part of the burden of accelerating distribution and improving distribution techniques, so that we, as a Nation, can readily absorb the 40% increase in production necessary to achieve a high post-war standard of living.

Alert agency men are intensively studying these problems. So is the Nation's Station, as they apply to the great 4-State market that is WLW-land.

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION